

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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## PAIGE PREPARES FOR BIG OUTPUT OF ITS NEW CAR

Plant Enlarged and New Machinery and Equipment Installed

**D**ETROIT, Oct. 31.—Preparations for quantity production of the new car to be revealed to the public at the New York Auto Show by the Paige-Detroit Motor Car Company are already far advanced, officials of the company state, and plans completed for turning out the new model without interrupting the manufacture of the regular Paige and Jewett lines.

While details of the machine are still guarded carefully, it is known that it will be a six, priced lower than the Paige or Jewett, and it is said that in design and appearance will be a distinct departure from the established American type of car.

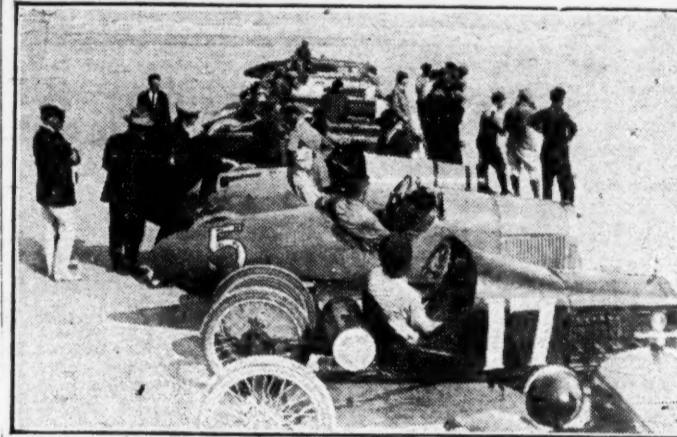
Considerable enlargement has been made and new machinery and equipment installed, in preparation for increased factory output. More than \$300,000 has been spent on new buildings alone. The largest of the additions is designed for material storage and is 530x70 feet. It is three stories high, of reinforced concrete, and is equipped with elevators and the latest type handling machinery.

Another new building, 60x260, to be devoted exclusively to metal plating. Automatic machinery, designed to plate parts by a new method of progressive handling, is to be installed as promptly as possible. The operation of riveting frames for the new models will be carried on in a new building, 60x140; the new equipment includes a battery of heavy punch presses, powerful riveting machines and gas rivet-heaters. A slat-type conveyor will carry the frames through the various processes of assembly.

Other new construction includes an addition to the power house, with a new boiler unit, and an air-compressor building, 30x50, which houses four large compressors.

In the main assembly building there has been installed motor conveyor for the new cars' engines, with capacity of more than 300 every eight hours. The motor paint-oven has been en-

**A MATEUR AUTO RACES REVIVED**—Here we see the start of an amateur event on the Ormond-Daytona Beach, Fla., a revival of the famous races that were so popular fifteen years ago. For the professional events this winter, all the noted speed kings of the country have been invited.



(International Newsreel Photo.)

## WILL ERECT NEW DETROIT PLANT

Westinghouse Tells of Plans for \$500,000 Investment

**S**pecial from A. D. N. Detroit Bureau

Detroit, Oct. 31.—Westinghouse Electric and Manufacturing Company has bought a tract of land at Trumbull Avenue and the Michigan Central and will erect a building to concentrate its Detroit activities. The warehouse, service shop and general offices will be housed here, according to E. H. Lewis, office manager at Detroit.

The land covers about 100,000 square feet and the investment in land and building will approximate \$500,000. For a number of years the Westinghouse organization has been located at 6th Street, but increasing business recently made larger warehouse facilities imperative, and these were provided on Maybury Grand Avenue. It is believed that the new plant will be completed within a year, when the former places of business will be vacated.

larged 50 per cent. and chassis assembly conveyor, 1050 feet long, has been increased in capacity; capacity of the enameling oven has been similarly increased.

The two conveyors for final assembly, each 864 feet long, have been remodeled, in order to handle the output of new-type cars.

## Dodge to Produce 300,000 Automobiles Next Year

New York, Oct. 31.—"We are planning to produce more than 300,000 cars next year," said F. J. Haynes, president of Dodge Brothers, Inc., who arrived Friday on the Mauretania from a business trip abroad.

"Our production this year should run about 275,000 cars. From now until the end of the year we should do about 1,000 cars daily, or 25,000 a month. Our truck business is also very satisfactory, and we ex-

## Hudson Ready for 1,500 Daily Output

**S**pecial from A. D. N. Detroit Bureau

Detroit, Oct. 31.—As the result of the installation of extensive additions to machinery and equipment, the plant of the Hudson Motor Car Company has now been equipped to turn out 1,500 cars daily, including Hudson and Essex lines. At the present time production runs approximately 1,000 daily. Capacity production is expected to be reached in the spring, when the new body plant is completed.

## J. F. Porter Resigns From Peerless Co.

Cleveland, Oct. 31.—John F. Porter, treasurer and director of the Peerless Motor Company during the past three and one-half years, has resigned, effective today.

Mr. Porter upon leaving the Peerless company will go to Wilmington, Del., where he will be associated with John J. Raskob, chairman of the finance committee of the General Motors Company and vice-president of the du Pont Company.

For fifteen years prior to Mr. Porter's connection with the Peerless Motor Company he was employed by the E. I. du Pont de Nemours Company as assistant treasurer.

## NO CHANGE IN PRODUCTION NOW AT HERCULES PLANT

Evansville, Ind., Oct. 31.—No change in the production schedule of the Graham and Chevrolet truck body building department at the local Hercules Corporation plant, recently absorbed by the Ser-Vel & Graham Brothers interests, is expected before January 1. C. W. Sanford, executive assistant to President Joseph B. Graham, has announced. The plant output is about seventy-five bodies a day.

### MOTORCYCLES POPULAR

Olympia, Wash., Oct. 31.—The rapidly disappearing motorcycle did not disappear in Washington this year as quickly as the State License Department had expected. License officials estimated that 2,800 license plates would suffice for 1925. However, that number has been already exhausted.

## Vauxhall-G. M. Merger Approved in London

New York, Oct. 31.—The merger of Vauxhall Motors, Ltd., of England with the General Motors Corporation and Morgan, Grenfell & Co., was approved by a two-thirds vote at a meeting of Vauxhall shareholders yesterday.

Announcement of the negotiations appeared in a recent issue of the Automotive Daily News.

## TOLEDO PLANTS ADD TO FORCES

New Willys - Knight Seven Passenger Six Being Made

Toledo, O., Oct. 31.—Increase in working forces at automobile plants here has brought a general increase of 321 workers on payrolls of fifty-one plants in Toledo in the last week, being the tenth consecutive week to show a gain. Total is now 28,519 workers, compared with 16,995 at the same time a year ago.

Willys-Overland, Electric Auto Light and Bock Bearing Company were among those showing gains, while Chevrolet Ohio Company is holding its own. Some of the plants are working overtime and night shifts.

Production has started on a new seven-passenger model of the six-cylinder Willys-Knight series. It was announced at the plant here. This continues the policy of the company of bringing out new models as they are demanded by the trade.

The spare tire is carried forward of the left front door at the side, and permits completely filled out body at the rear with long, sweeping lines. There is very little increase in weight. Wheel base and overall dimensions remain the same as the five-passenger models. List price of touring body is \$1,950 and sedan \$2,495 f. o. b. Toledo.

### DEALERS TO DINE

Beaver, Pa., Oct. 31.—Dealer members of the Associated Merchants of Beaver County will hold a dinner-dance for members and families on November 12, according to Joseph H. Grandey, chairman of the committee in charge.

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## STUDEBAKER PUTS DIVIDEND AT \$5; VOTES \$1 EXTRA

Directors Order Quarterly Disbursement of \$1.25 on Common

**S**OUTH BEND, Ind., Oct. 31.—Directors of the Studebaker Corporation today declared an extra dividend of \$1 a share on the common stock and increased the quarterly dividend on this stock from \$1 to \$1.25, thus placing the stock on a \$5 annual basis. The company has been on a \$4 annual basis. The usual dividends on preferred were declared.

The report of the Studebaker Corporation for the quarter ended September 30, 1925, shows a net profit of \$5,035,177 after all charges and reserve for Federal taxes, equivalent after 7 per cent. preferred dividend requirements to \$2.61 a share earned on 1,875,000 no par common shares. This compares with \$6,516,268, or \$3.40 a

(Continued on Page 5)

## Employment Gains Again in Detroit

**S**pecial from A. D. N. Detroit Bureau

Detroit, Oct. 31.—A gain of 495 was made in Detroit's industrial employment for the week ended October 27, reports the Employers Association, giving a grand total of 266,748 as the figures. This represents approximately two-thirds of all industrial employment in Detroit, and is about 68,000 more than were employed in the same period a year ago.

This is the ninth consecutive week in which a new high point has been reached in Detroit's labor employment figures.

## OIL MEN DENOUNCE PROPOSED GAS TAX

**O**maha, Neb., Oct. 31.—Independent Oil Men's Association in convention here this week adopted resolutions denouncing the 3-cent state gasoline tax proposed by the Nebraska Good Roads Association. The resolutions held the tax unnecessary for highway development.

## COLLISION INSURANCE IN WEST CUT 15-20 PER CENT.

**L**os Angeles, Cal., Oct. 31.—According to the announcement made here by Arnold Hodgkinson, manager of the Pacific Coast Automobile Underwriters' Conference, there will be a reduction of from 15 to 20 per cent. in automobile collision insurance rates to take effect tomorrow.

### \$2,000,000 FRIGIDAIRE SOLD

**D**ayton, O., Oct. 31.—Orders for over \$2,000,000 of Frigidaire ice cream cabinets were received at the Delco-Light factory yesterday from two of the country's large ice cream manufacturers, according to announcement by E. G. Blechler, president and general manager of the company.

## Industries of Michigan Continue Upward Trend

Special A. D. N. Detroit Bureau

**D**ETROIT, Oct. 31.—Pere Marquette traffic reports continue to reflect the remarkable upward trend that is characterizing industrial operations in Michigan this year, as compared with 1924. Flint shows more than a 100 per cent. increase in business for the third week in October, over the corresponding week a year ago.

Detroit and Lansing also showed substantial increases, which aided in raising the outbound movement from the Detroit traffic territory to the remarkable figure of a 99 per cent. increase. The inbound movement shows a 19 per cent. increase.

At Flint, Buick, Chevrolet and Flint all had increases; Buick more than doubled the outward shipment movement.

At Detroit, Studebaker, Lincoln and Paige are going strong. Fisher Body Corporation has been shipping bodies to Flint in still greater volume. Kelsey Wheel Company, in common with motor parts manufacturers generally, is showing continued activity.

At Grand Rapids small increases are noted—two per cent. on outbound and three per cent. on inbound. Factories in the district are showing sufficient increase in business to a little more than make up for the falling off in the sand and gravel movements and the reduced tonnage resulting from the failure of the grape crop. Holland, Sparta, South Haven, Bellaire, Traverse City and Manistee are contributing to the increase.

At Saginaw outbound is off twenty-one per cent. and inbound down four per cent. No road material is moving and the sugar beet crop is late in maturing. Industries are showing up well.

Through the Buffalo gateway eastbound movement is about 20 per cent. above last year; westbound is off about 26 per cent., due to the anthracite coal situation. The loss in tonnage from this cause, however, is partially made up by the greater amounts of merchandise and general freight now moving.

Through the Chicago gateway general freight, iron, steel and oils are moving with greater freedom; lumber and grain movements are unsatisfactory. The commercial coal situation accounts for a 16 per cent. increase, but movements across Lake Michigan are limited, due to lack of shipments of automobile parts, dairy products, furniture, hay and straw, machinery, paper, paper products, etc.

## Inquiries for U. S. Auto Goods Gain

Special from A. D. N. Washington Bureau

**W**ASHINGTON, Oct. 31.—Comparison of the week's inquiries for American goods from foreign countries with that of last October shows an increasing demand for products made in the United States.

The numbers prefixed to the trade opportunities listed below refer to confidential information which American exporters may obtain by applying to the nearest bureau of the Department of Commerce.

The list follows:

AUSTRALIA—17498, motor buses, six-cylinder, with or without bodies.

AUSTRALIA—17512, tractors.

FINLAND—17560, leather, imitation fittings and springs.

GERMANY—17518, accessories; 17605, accessory novelties; 17518, tires.

GREECE—17604, tractors.

JAPAN—17503, engines (small), motors (small).

JAVA—17497, ambulance, six-cylinder, with balloon tires.

MEXICO—17499, motor buses, 40 to 50.

SWITZERLAND—17517, electrical equipment for automobiles.

URUGUAY—17556, kerosene, gasoline and lubricating oils.

## PLAN NEW TRUCK

**C**ONCORD, N. H., Oct. 31.—The Abbott-Downing Company, builder of the Concord truck, is considering plans for the construction of a one-ton truck with various types of bodies. Delivery of the trucks will not be made, probably, before next spring.

## INROADS OF BUS INTO R. R. SHOWN

### Facts Brought Out at Hearing Before the I. C. C.

**C**HICAGO, Oct. 31.—Inroads of motor transportation on railroad revenue were brought out forcibly at the hearing before the Interstate Commerce Commission in which representatives of farmer and live stock interests opposed the proposed horizontal 5 per cent. increase in freight rates for the Western group of railroads.

T. A. Hamilton, representing the security holders' committee for the Northwestern roads, showed by statistics that five roads in the Western trunk line territory, compared with fifty-three other roads in the Western district, received 14.3 per cent. less in average revenue per ton mile.

L. W. Baldwin, president of the Missouri Pacific, was on the stand.

"Passenger earnings in 1924 on the Missouri Pacific showed a decrease of 7.6 per cent. as compared with 1923, while in the first seven months of 1925 there has been a further decrease of 7.5 per cent. as compared with the same period of 1924," he testified.

"Since 1920 the carriers operating in the Western district have sustained losses in revenue which I regard as more or less permanent in their nature. I refer to competition by bus and automobile and by trucks transporting soft haul merchandise traffic, this situation growing out of a continual building of hard surfaced roads."

## Mexico Lowers Duties on Parts

**L**AREDO, Tex., Oct. 31.—In the Diario Official (Mexican Governmental Daily) of October 16, President Calles issues a decree, effective November 16, by which it is provided that parts of automobiles or trucks may be imported into Mexico for one half of the duties levied on the complete automobile or truck, provided that the parts are ready to be assembled into a complete automobile or truck.

This decree is issued for the benefit of the Ford Motor Company, which has recently established an assembling plant in the City of Mexico, and will of course employ a number of Mexican workmen in the plant.

The present duty on automobiles and trucks is ten per cent. ad valorem. Extra rims and wheels paying twenty per cent. ad valorem and extra or spare tires and tubes paying two pesos (one dollar) per kilo gross weight, a kilo being about 2 1/2 pounds.

## O'BRIAN NAMED MANAGER OF AUTO ROTARY LIFT CO.

**M**EMPHIS, Tenn., Oct. 29.—P. F. O'Brian has been appointed general manager of the Automobile Rotary Lift Company, according to an announcement made here. He will have as his assistant Paul W. Lawrence, former district sales manager for the Bowser Pump Company.

An order for fifty rotary lifts has been received from the Standard Oil Company of Kentucky, and these will be installed at its service stations. The Tidewater Company recently installed a rotary lift at its new station in Elizabeth, N. J.

## Today's Standing in the Time Payment Poll

BALLOTS received to date from automotive dealers expressing their opinion as to what the maximum down payment should be and the maximum time for complete payments:

	No. Votes.
One-quarter of purchase price	5
One-third of purchase price	315
One-half of purchase price	97
Eight months	15
Ten months	...
Twelve months	362
Eighteen months	40

Average per cent. of sales in which a used car is taken to cover first down payment, 30.

## Sales of Autos in Wyoming Increase

**C**HEYENNE, Wyo., Oct. 31.—Wyoming has one automobile for every five residents of the state, according to a tabulation of figures made public by H. M. Symons, deputy secretary of state, who reported Thursday that approximately 48,400 automobile licenses will be issued by the state by the expiration of the year, showing a gain of over 5,000 automobiles over last year. In 1924 there were 43,639 passenger cars and trucks registered in the state, and on August 1 of this year there were 44,000 licenses issued, more than the entire total for last year.

## TEACH TRAFFIC SAFETY TO TOTS

**C**HICAGO, Ill., Oct. 31.—A far-reaching experiment in teaching traffic safety to children goes into full swing tomorrow in Chicago when the Citizens' Child Safety Campaign Committee issues the first million of 12,000,000 brightly colored safety books to the children of the Chicago metropolitan district. The campaign is unique on such a large scale in that it is intended to be self-supporting and self-perpetuating.

The campaign is directed by Oliver H. Temme, head of the Temme Spring Company of Chicago, and is backed up by Chicago members of the Hoover Committee of 1,500, the National Safety Council, the Chicago Automobile Trade Association, and the majority of the individual automobile and accessory men of the city and Cook county.

"The streets are not getting any bigger," said Mr. Temme, calling upon the automobile trade to respond to the campaign call. "However, more and more automobiles are running upon them, and we have got to keep the streets safe for our children so that this industry may go onward."

"We believe we have arrived at the proper medium and we are getting behind it with all our might."

## Yellow Cab Wins Another Color Suit

**B**UFFALO, N. Y., Oct. 31.—Supreme Court Justice Hinkley yesterday decided in favor of the Yellow Cab Company of Buffalo and against imitators of these cabs, directing and restraining imitators from operating their cars painted in such a manner as to deceive the public into believing them to be Yellow cabs.

The action was brought by the Buffalo Taxi Service and Sightseeing Company, Inc., which operates the Yellow Cab fleet in Buffalo. The defendants were William Howell and Helen Howell. This decision virtually prohibits other companies from painting their cabs in the same shade of yellow and similar black lettering.

## SAFETY FUND GROWS

**O**LYMPIA, Wash., Oct. 31.—The highway safety fund, which holds the biennial \$1 fee paid by auto drivers in this state for motor vehicle drivers' licenses, has reached \$470,000.

## SOUTH AMERICA TO BE AT SHOW

### All Countries Invited to Send Delegates to Exposition

**N**EW YORK, Oct. 31.—That the next annual good roads convention and exposition of the American Road Builders' Association to be held in Chicago, January 11-15, 1926, inclusive, will be an international and especially a Pan-American affair is indicated by the fact that all the Central and South American countries are being asked to send delegates.

Last year 16,000 registered delegates, many of them unofficial ones from South America, attended the convention.

A request is being made of the Central and South American countries this year, however, to take official cognizance of the meeting and send official representatives, the invitation being presented personally by Frank Page, chairman of the North Carolina Highway Commission, who is a past president of the American Road Builders' Association and who is now at Buenos Aires, attending the Pan-American Good Roads Congress as one of the American delegates appointed by President Coolidge.

Mr. Page is also vice-president of the American Association of State Highway Officials. He will visit practically every country in Central and South America and issue invitations to participate in the Chicago convention.

National highway activities have created interest in road construction and maintenance to such an extent that all highway engineers and officials are now eager to learn the latest developments in road building. That this is realized by producers of machinery and materials is evidenced by the fact that more than 200 exhibitors have ready applied for space at the show to be held at the Chicago Coliseum by the American Road Builders' Association in conjunction with its convention. More than exhibitors will display their up-to-date products in road machinery, equipment and materials.

## FORD STILL BUYING SATEENS AND DRILLS

**N**EW YORK, Oct. 31.—The Ford Motor Company has bought 2,000,000 yards more of wide sateens and narrow drills. The sateens are for making artificial leather and the drills for side curtains.

Last week the Ford Company bought 7,500,000 yards of wide sateens and narrow drills and two weeks ago 3,000,000 yards of wide sateens and 25,000 standard-weight bales of cotton waste for padding. Early in October it bought 3,000,000 yards of wide sateens for prompt shipment. In the last two purchases deliveries have gone over into 1926.

This makes 15,500,000 yards of wide sateens and narrow drills bought by Ford Motor Company during October.

## Memphis Considered as Auto Hardwood Center

**M**EMPHIS, Tenn., Oct. 31.—Memphis may become a central point for the handling of hardwood shipments to Toledo, O., for the Willys-Overland Company. It has been learned. Officials of the company have been here looking over lumber facilities to determine whether it would be more profitable to kiln dry lumber here or concentrate it and ship it green to Toledo.

John N. Willys, president of the company, will probably come to this city within the next three weeks, before a decision is reached. Advices from Toledo are, according to officials, that the erection of an assembly plant is not contemplated. It is likely that a woodworking mill will be built and the completed parts for bodies manufactured here.

The Willys-Overland Company recently shipped a full trainload of automobiles to the Burt-Overland Company, its Memphis distributor. That concern will continue to handle wholesale distribution for this territory.

**In the New and Used Car Marts****Sees Business in Used Cars Growing To New Importance**

Rochester, N. Y., Oct. 31.—That the used car business will soon be as important as the new car business is predicted by J. E. Hansen, president of the Rochester Automobile Dealers' Association, and head of the Packard-Rochester Motors.

"Used cars are sold at a profit by some dealers now and there is every reason to believe that the successful merchandiser will recondition and sell his used stock at a profit in the future."

**Rickenbacker**

Closed models seem to be most in demand in this city. With the winter season coming on there is little demand for open cars, according to Jack Winne, sales manager of Addison-Rickenbacker Company. Open models are not taken in by the latter company and no cars manufactured before 1920 are accepted.

**Star-Durant**

R. D. Burch, president of Burch-Buell Motor Corporation, Star and Durant distributors, says that used car sales are better this year than last year. Low-priced cars of the closed type are mostly desired even by the farmers.

**Mr. Burch says that his firm is sending two used car salesmen to the rural districts with used cars. They camp in various villages where there are no Star and Durant dealers and sell many used cars to the farmers. They display the cars in a tent and sell many used cars to prospects in the vicinity.**

**Chevrolet**

Elmer M. Falkner, used car manager of Harris Chevrolet Corporation, says that the average used car buyer receives a salary of \$30 a week. He reported a good business for the past week.

**CHICAGO**

Chicago, Oct. 31.—Used car dealers here report that sales continue at the high peak that has been established since the first of the month, with the volume of business being transacted being the best of the year, in many instances.

Most dealers report stock on hand slightly below normal, and attribute this condition to the fact that the strong selling campaign started during the used car show is succeeding so well that stocks are depleted and are ahead of purchases.

**Packard**

The Packard Motor Company reports that sales of used cars have risen week by week, with all indications that October will be the banner month of the year.

**Nash**

A slight falling off over sales for the week previous to October 20 is reported by W. E. Delaney of the Nash Motor Company. "Of course the used car show helped sales tremendously," Mr. Delaney stated, "and after the close of the show there was a slight falling off in sales. Business continues good, however, with a normal stock on hand and prospects for future business are very bright."

**Hupmobile**

Open cars are vying with the closed models in popularity, E. L. Cummins of the Gambill Motor Company, distributor, of Hupmobile, said. "Our used car department is showing an exceedingly strong sales increase during the past two weeks," reports Mr. Cummins, "and the open models are selling as well as the closed cars. For last week the percentage is just about half of each. Stock on hand is normal, with a popular demand for cars priced around \$600 or \$700 dollars."

The present year, in the opinion of most dealers, will prove to be the best for used cars that dealers have had within the past three years.

**New Cars Absorbed Almost as Soon as Shipments Arrive**

Decatur, Ill., Oct. 31.—New cars have been rushed in here during the last week by dealers to meet the demand, and most of them were sold before they were unloaded.

**Chrysler and Hudson**

The Spiess Auto Sales Company received six new Chryslers, part of a shipment of 300 cars to central Illinois from the Detroit factory, and all have been taken off the floor. The Spiess company also received three Hudsons.

**Studebaker**

V. M. Elmore & Sons, Studebaker dealers, got a two-carload lot of Studebakers, but temporarily held up unloading them to accommodate the scores of travelers en route from the Illinois homecoming game.

**Reo**

The Reo Motor Sales Company is worried over meeting a suddenly developed demand for its sixes. Cars have been in good supply for weeks but an outrush of buying this week threatened to clear the floor and leave prospective drivers champing at the bit.

**Chevrolets**

William Frede & Sons during the week unloaded five cars of Chevrolets. Most of them are closed models, and the entire lot is moving rapidly.

**Cleveland**

The Cleveland-Chandler Auto Company has received a carload of Clevelands, including a sedan, coupe and touring car. The shipment is said to be the last one under delivery guarantee, and Chandler prospects here will have to take their chances on future deliveries.

**BUFFALO**

Buffalo, N. Y., Oct. 31.—Perhaps the outstanding phase of new car sales is the strong demand reported by various distributors of the higher priced cars. For some weeks sales in this class of automobiles ran off about one-third compared with the same period last year. But within the past week or ten days there has been a decided pick up. Pierce-Arrow, Peerless and Packard are among those reporting this improvement.

**Pierce-Arrow**

The Pierce-Arrow coach is the big leader in local sales of that company, according to Al Sawyer, sales manager of the Pierce-Arrow Sales Company. The most notable sales in recent weeks have been to lawyers, physicians and other professional men. Women are becoming a strong factor in the purchase of the coach model.

**Dodge**

Dodge sales last week were satisfactory, although not brisk. The weather has not been favorable to brisk buying for some time.

**Oldsmobile**

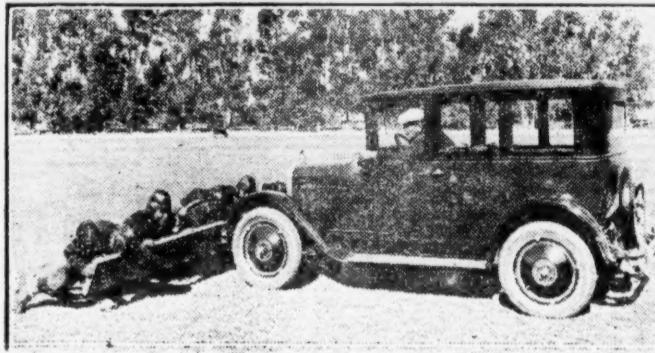
Oldsmobile demand locally is reported very strong, and the local distributor is way behind on deliveries and only getting a few cars weekly from the factory.

**Hudson-Essex**

Hudson-Essex reports proportion of closed car sales to open about 99 per cent. in favor of the closed model. One reason for this, of course, is the comparatively low price of the closed models.

Decrease in the price of several cars within the past couple of months has probably been the principal reason why new car sales have been held up as well as they have, for this is the time of the year when the business just naturally begins to slump into the winter sleep. For another thing, several distributors are shooting pep into their sales forces through the medium of the well known sales contest.

**BUCKING THE CHEVROLET**—Coach Pierce of the Sherman Indian School, Riverside, Cal., attaches a long plank to the front bumper of a Chevrolet sedan, places the car in low gear and slowly pushes his husky line-men down the field. This method, he says, teaches the players to dig in and hit the line low.

**BUICK DISTRIBUTOR STARTS EDUCATIONAL SERVICE**

Minneapolis, Minn., Oct. 31 (U. T. P. S.)—The Pence Automobile Company, distributing Buick cars to 405 retailers through nine branches, has started an educational service. It has appointed G. H. Perkins traveling auditor to establish uniform accounting to discover losses and gains in various departments.

It has sent out a stripped chassis to make the circuit in charge of Samuel Walton as service demonstrator.

Other lecturers are to be J. S. Evenson, assistant sales manager; M. D. Clements, advertising manager and car distributor; C. W. Jacobs, service manager. At branch points dealers will assemble from the entire district for the talks.

**USED CAR STATION**

Chicago, Oct. 31.—The Roberts Motor Sales, 6050 Cottage Grove Ave., Willys-Knight and Overland dealers, have opened a used car station at 6118 Cottage Grove Ave. All cars taken in trade for new models are reconditioned, repaired and put in first class shape in the new quarters.

**Distributor Doings****CHRYSLER DELIVERY**

Chicago, Oct. 31.—More than 400 cars were driven from the Chrysler factory at Detroit by dealers in the Chicago district early this week. The drive away was under the supervision of W. C. Auble, manager of the R. H. Collins Automobile Company, Chicago Chrysler distributor.

**CADILLAC SALES**

Lexington, Ky., Oct. 31 (U. T. P. S.)—A record week of Cadillac deliveries is reported by C. S. Brown, president of the Lexington Cadillac Company. More cars are being received from the factory than the quota of the agency, but the supply is yet insufficient to fill the demand for Cadillacs throughout the territory.

**HEAVY SALES**

Los Angeles, Cal., Oct. 31.—According to G. L. McLeod, manager of the used car department of the Albertson Motor Company, southern California distributors for Dodge automobiles, sales of used cars for the past thirty days have reached the highest point in the history of his company.

**Demand for Autos From Florida Keeps Output at Height**

Special from A. D. N. Detroit Bureau

Detroit, Oct. 31.—Florida is now a paradise for automobile as well as real estate salesmen. The demand for motor cars from this state is greater than from any other section of the country. This demand is an important factor in keeping the automobile plants of the country running at a high level of production at a season when normally the output is being reduced. Particularly is this true of the higher-priced cars.

This information is given the Automotive Daily News by O. E. McCarthy, assistant general sales manager of the Pierce-Arrow Motor Car Company, who states that Florida has at the present date exceeded by 100 per cent. the quota set by the company for distribution to dealers. This compares with 50 per cent. for the Pacific coast and the same figure for the New York metropolitan district.

On October 20, according to Mr. McCarthy, the Pierce-Arrow Company produced and sold the same number of Model 33 passenger cars and heavy duty trucks as during the entire year of 1924. Sales of Model Z de luxe buses, with seating capacity of from 19 to 29 passengers, are 50 per cent. greater than last year.

Passenger car demand throughout the country at present is running ahead of production, while the company has orders for 160 heavy duty trucks and 160 Model Z buses in excess of schedule.

**FORCING SALES**

Minneapolis, Oct. 31.—Dealers are resorting to forcing sales campaigns and price cutting in efforts to move used cars, some of the sales meeting with moderate success, with the used car market listless as a whole this week.

**for Economical Transportation**

Offering closed car comfort and beauty together with fine car performance at less than the cost of many open cars, the Chevrolet coach is helping Chevrolet dealers month by month to set new high sales records.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring .....	\$525	Coupe .....	\$675	Commercial Chassis .....	\$425
Coach .....	695	Sedan .....	775	Express Truck Chassis .....	550
Roadster .....	525				

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y   A T   L O W   C O S T

# Automotive Daily News

"Of, By and For the Entire Automotive industry."

Published Every Day Except Saturday and Sunday by  
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION.  
25 City Hall Place, New York, N. Y.  
DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500.  
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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

MONDAY, NOVEMBER 2, 1925

Advertising Headquarters—1926 Broadway, New York, N. Y.  
Harry A. Tarantous, Advertising Manager; George M. Slocum, Manager Detroit Bureau; General Motors Building, Detroit, Mich.; C. H. Shattuck, Western Manager, 265 North Michigan Ave., Chicago, Ill.; Metz B. Hayes, New England Manager, Little Building, Boston, Mass.; Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1937 Henry Building, Seattle, Wash.

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Alexander Johnston, Editor; Don Wallace Robinson, Managing Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C. Wetmore, Clyde Jennings.

## SUBSCRIPTION RATES

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## Export Credits

OUR commercial attache at Rio has recently advised American automobile manufacturers who desire to enter the Brazilian market that they had better open factory branches or grant more favorable terms to prospective agents. Terms at present are usually cash in New York, which makes it necessary for a Brazilian merchant to have a capital of somewhere around \$50,000 to swing the agency for an American car.

In the days before the war Germany was the most energetic and resourceful competitor that we had in the export markets of the world. Germany was developing her export business more rapidly than any other nation. She did it on two cardinal principles, generous credits and meeting the demands of the market.

We need to learn those two lessons by heart and carry them into our present drive for export business.

A gentleman of our acquaintance always sits in one of the little seats of a cab which face backwards, whether he is alone in the cab or not. In reply to our "How come?" he said:

"It's the only way I can enjoy the ride. I can't see the narrow escapes." We resolved never again to sneer at the poor ostrich, which, under parallel circumstances, hides its head in the sand.

THE Yale students who recently completed their summer "course" at the Ford plant returned to New Haven with about \$375 apiece which they had earned. When it comes to diplomas, Henry Ford says it with greenbacks. If the Ford model of education were properly advertised, the Ford plant might become the world's largest university.

Think of 2,000 students turning out 2,000 Fords a day! At the Ford Agricultural College, of course, they would turn out tractors. Staying after school would simply mean overtime without pay. The foremen would soon be called instructors, the supers, professors, and the big boss would be known as the Dean. Co-education, compulsory chapel and professionalism in athletics won't worry Ford College, for a while, anyway.

## What Is Your Experience?

AS AN automobile dealer you are selling cars "on time." Your business would amount to little if you didn't. But if you were not handling time payments on a safe and sane basis you would not be a dealer. What, then, has been your experience with deferred payments. How long do you permit them to run? Help your fellow dealers by checking the coupon below.

Editorial Department, Automotive Daily News,  
25 City Hall Place, New York City.

Gentlemen: In response to your inquiry we believe that the following method is the most satisfactory in making sales under the deferred payment plan:

The cash payment should be:

One-quarter of the purchase price..... Yes.  No.  
One-third of the purchase price..... Yes.  No.  
The maximum period allowed for completing the payments should be:  
Eight months..... Yes.  No.  
Ten months..... Yes.  No.  
Twelve months..... Yes.  No.  
Eighteen months..... Yes.  No.  
Do you favor an even longer period..... Yes.  No.  
What per cent. of new car sales are made with a used car taken to cover the first down payment.....

Firm name .....

Address .....

Individual .....

## Our Own Automotive Family Album

By Kessler

The Boyhood Days of Our Industry's Leaders



WILLIAM E. METZGER, VICE-PRESIDENT OF THE FEDERAL MOTOR TRUCK CO. AND DIRECTOR OF THE N.A.C.O. RECRUITED THE FIRST SEXTETTE TO RIDE THE FIRST TANDEM BICYCLE BUILT TO CARRY A TEAM OF SIX EVER SEEN IN THIS COUNTRY.

## The Observer

The other day the Financial Advertisers Association held a convention at Columbus, Ohio. The members are principally bankers and allied operators.

One of the speakers was W. Frank McClure, vice president of Albert Frank & Co., Chicago, who made an "Analysis of the Savings Market." He asked his hearers why the growth of savings institutions had not kept pace with the growth in resources of the people of the United States.

Then he answered the question by saying that of the \$60,000,000,000 annual payroll of the country, one ninth is spent on automobiles and their upkeep.

Some of the bankers present suggested as a cure for this condition that the money to be used in purchasing cars should first be accumulated in a savings bank.

Then up rose one banker to tell an early experience of his own in buying a piano. He had just been married and he and his wife badly wanted the instrument. They saved to buy it. Several times the fund in the savings bank almost reached the required figure, but always before the crucial moment came, some emergency arose and the fund was swept away.

Finally he bought the piano \$10 down.

Somebody asked him if any further emergencies arose. "Yes," he answered, "but I had to go on paying for that piano just the same and I got a lot of fun out of it too."

In the discussion that followed the bankers held that buying things on the instalment plan, such as automobiles, is a kind of compulsory saving, which leads to later deposits in savings institutions, because of the formation of the thrifit habit.

Mr. McClure said that about 1,400 banking institutions were engaged in financing purchases of motor vehicles. The resources of these institutions amount to \$3,000,000,000 and the business forms an important branch of modern banking. He also said that 80 per cent. of all motor vehicles bought in this country are purchased on time payments.

Then Martin L. Pierce, director

## TEXAS CITIZENS VOTE FOR BETTER HIGHWAYS

Goliad, Tex., Oct. 31.—At the last meeting of leading citizens held here recently to discuss a ways and means for building a system of good roads, it was determined to vote on a bond issue for \$250,000 for the purpose of building and grading roads in this vicinity.

It is understood that the Charco and Weesatche precincts will hold similar elections soon in order to connect with the roads in the first precinct. This will give the county a much more efficient network of roads and will greatly benefit.

## Coming Automotive Events

### OCTOBER

24-Nov. 8—Shreveport, La. Auto Show at State Fair.

29-Nov. 7—London, England. Annual Truck Show.

### NOVEMBER

6—New Orleans, La. National Automobile Dealers' Association, Sales Congress.  
7-15—Sao Paulo, Brazil. Automotive Exposition.  
9-10—Chicago, Ill. Society of Automotive Engineers, service engineering meeting, Hotel La Salle.  
9-10—Chicago, Ill. service engineering meeting, S. A. E., Hotel La Salle.  
9-14—Chicago, Convention and Show, Automobile Equipment Association, Coliseum.  
9-14—San Francisco, Cal. All-Western Road Show.  
11-12—Washington, D. C. meeting rooms, Department of Commerce, Motor Truck Industries.  
12-13—Des Moines, Iowa. Iowa Automotive Merchants' Association Convention.  
13-14—Philadelphia. Society of Automotive Engineers, automotive transportation meeting, Benjamin Franklin Hotel.  
15-21—New York City. Automobile Salon, Inc. Twenty-first Annual Automobile Salon, Hotel Commodore.  
16-18—Chicago, Ill. National Standard Parts Association Show.  
16-21—Detroit, Mich. First National Motor Bus Show.  
17-19—St. Louis, Mo. National Tire Dealers' Association Convention.  
26—Los Angeles, Cal. A. A. A. 250-mile race.  
28-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.

—Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.  
—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.

### DECEMBER

1-8—Pernambuco, Brazil. Good Roads Conference.  
3-4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.  
5-16—Brussels, Belgium. Annual Automobile Show.

### JANUARY

9-16—Philadelphia, Pa. Philadelphia Automobile Show.  
9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.  
11—Chicago. American Road Builders' Association Annual Convention.  
11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.  
11-16—New York City. National Automobile Show.  
14—New York City. Society of Automotive Engineers, annual dinner, Hotel Astor.  
16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.  
16-23—Philadelphia. Twenty-fifth Annual Automobile Show.  
16-23—Cincinnati, Ohio. Automobile Show.  
16-23—Milwaukee, Wis. Automobile Show.  
26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.  
23-30—Cleveland, Ohio. Automobile Show.  
23-30—Baltimore, Md. Twentieth Annual Automobile Show.  
23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.  
26—American Road Builders' Association, Good Roads Week.  
27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.  
27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.  
27—Detroit, Mich. Sixth Annual Convention.  
30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Show.  
30-Feb. 6—Washington, D. C. Automobile Show.

### FEBRUARY

1-6—Chicago. Chicago National Show.

Result of balloting to date will be found on Page 2.

# G. M. Net for 1925 to Total \$100,000,000

## \$20 A SHARE FOR COMMON WILL SET NEW HIGH RECORD

### Phenomenal Business Result of Legitimate Retail Demand

**N**EW YORK, Oct. 31.—Based on the showing of the first nine months of the year and prospects for the current quarter, indications are that General Motors in 1925 will show earnings from all sources for its common stock closely approximating \$100,000,000. To September 30 the corporation has reported earnings from all sources of \$75,191,224, or \$14.56 a share for the 5,161,599 common shares.

Net of \$100,000,000 for the full year, or close to \$20 a share on the common, would establish a high record, comparing with earnings figured on the same basis in 1923 of \$65,121,584, equal to \$12.62 on the common, and more than double the showing in 1924, when the corporation earned \$44,350,853, or \$8.59 a share. Earnings in the first nine months of this year exceed any previous full year in the corporation's history.

#### \$13.27 a Share, Against \$6.20

Deducting the General Motors proportion of undistributed earnings of subsidiary companies, net in the third quarter of the current year was \$28,161,730, equal after preferred dividends to \$5.09 a share on the common. This compared with earnings of \$10,349,423, or \$1.63 a share, in the corresponding period last year. For the first nine months the corporation earned \$74,243,966, or \$13.27 a share, against \$37,416,413, or \$6.20 a share, last year.

In the quarter ended September 30 the corporation sold 222,158 cars to dealers, which was 5,870 fewer than dealers sold to consumers, indicating that the company's phenomenal business for the period was the result of legitimate retail demand for its products, and was not attained by building up unsold stocks in the hands of retailers. A similar situation has existed throughout the current year, with production well within retail sales, as sales to consumers for the first nine months were 624,389, against sales to dealers of 611,367, indicating a depletion of dealers' stocks for the period of 13,022 cars.

Ability to maintain continued high output with a movement of cars directly from the factory to consumer has naturally found reflection in increased earnings per unit sold, and is one of the principal factors behind General Motors' prosperity this year.

Not less interesting than record earnings, is the balance sheet which shows cash and its equivalent at \$143,308,120, equal to nearly \$28 a share on the common stock. Notwithstanding that production in the third quarter of the year was at a rate of nearly 900,000 cars per annum against a rate in the corresponding quarter of 1924, of 560,000 this year were \$92,485,761 compared with \$97,201,686, at the end of last year, a decrease of nearly \$5,000,000. Current assets totaled \$277,136,233, against current liabilities of \$79,865,530, giving working capital of \$197,270,703, which compares with a similar item at the end of last year of \$161,105,281, a gain of more than \$35,000,000, which has been contributed largely by the cash account. Surplus applicable to the common stock, after deducting intangible assets, was \$357,928,020, giving the common a book value of over \$68 a share.

## RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Change
20 13	20	13	2	Advance Rumely	200	18 1/4	18 1/4	+ 1/4
62 1/4 47	62 1/4	47	2	Advance Rumely pf.	100	60 1/2	60 1/2	+ 1/2
15 1/2 10	15 1/2	10	—	Ajax Rubber	6,100	12	12	+ 1
95 71 1/2	95	71 1/2	—	Allis-Chalmers	800	89 1/2	89 1/2	+ 1/2
108 1/2 103 1/2	108 1/2	103 1/2	7	Allis-Chalmers pf.	300	108 1/2	108 1/2	+ 1/2
54 1/2 26 1/2	54 1/2	26 1/2	—	Am. Bosch Magneto	1,700	35 1/2	35 1/2	+ 1/2
2 7	2	7	—	Am. Bosch Mag. rts.	1,000	1	1	—
14 1/2 11 1/2	14 1/2	11 1/2	1	Am.-La France	1,900	14	13 1/2	- 1/2
44 1/2 27	44 1/2	27	1.50	Briggs Motor Co.	9,600	33 1/2	32 1/2	- 1/2
52 27 28 1/2	52	27	3	Chandler Motor	1,800	42 1/2	42 1/2	+ 1/2
55 44 1/2	55	44 1/2	4	Chicago Yellow Cab.	200	51	51	—
24 1/2 108 1/2	24 1/2	108 1/2	—	Chrysler Motor	18,800	238	233	- 3
110 100 100	110	100	8	Chrysler Motor pf.	1,100	111 1/2	111 1/2	+ 1/2
15 1/2 8 1/2	15 1/2	8 1/2	.80	Continental Motors	12,400	13 1/2	13	- 1/2
46 21 21	46	21	—	Dodge Bros. A.	145,400	47 1/2	44 1/2	- 4 1/2
91 1/2 73 1/2	91 1/2	73 1/2	7	Dodge Bros. pf.	6,800	89 1/2	89 1/2	+ 1
71 1/2 60 1/2	71 1/2	60 1/2	4	Electric Stor. Battery	1,600	70 1/2	69 1/2	- 1/2
26 8	26	8	—	Elmerson-Brant pf.	100	16 1/2	16 1/2	—
17 1/2 12 1/2	17 1/2	12 1/2	.64	Fifth Avenue Bus.	100	16	16	+ 1/2
21 1/2 60 1/2	21 1/2	60 1/2	5	Fish Rubber Body	5,300	119 1/2	118 1/2	- 1/2
114 1/2 108 1/2	114 1/2	108 1/2	—	Fisk Rubber	3,200	26 1/2	25 1/2	- 1/2
114 1/2 75 1/2	114 1/2	75 1/2	7	Fisk Rubber 1st pf.	600	109 1/2	108 1/2	- 1/2
28 1/2 28 1/2	28	28 1/2	2.50	Gabriel Snubber	600	37 1/2	37	+ 1/2
14 1/2 14 1/2	14 1/2	14 1/2	—	Gardner Motors	200	10	9 1/2	- 1/2
140 1/2 64 1/2	140 1/2	64 1/2	7b	General Motors 7s pf.	26,500	139 1/2	137	- 1/2
114 1/2 102 1/2	114 1/2	102 1/2	7	General Motors 7s pf.	900	114 1/2	114 1/2	+ 1/2
26 1/2 12 1/2	26	12 1/2	—	Glidden Co.	2,100	25 1/2	25 1/2	+ 1/2
70 1/2 36 1/2	70 1/2	36 1/2	4	Goodrich Tire	12,700	72 1/2	69	- 3 1/2
100 92 72	100	92	72	Goodrich Tire pf.	100	101	101	+ 1/2
114 1/2 85 1/2	114 1/2	85 1/2	7	Goodyear Tire pf.	300	107 1/2	107	+ 1/2
108 103 8	108	103	8	Goodyear Tire prior pf.	1,400	114 1/2	113 1/2	- 1/2
48 30 3.50b	48	30	3.50b	Hayes Wheel	18,500	48 1/2	47 1/2	- 1/2
108 1/2 33 1/2	108 1/2	33 1/2	3	Hudson Motor	74,200	114	106 1/2	- 8 1/2
24 1/2 14 1/2	24 1/2	14 1/2	1	Hupp Motor	8,000	24	24 1/2	+ 1/2
32 1/2 13 1/2	32 1/2	13 1/2	.50	Indian Motorcycle	400	21 1/2	21	- 1/2
59 1/2 35 1/2	59 1/2	35 1/2	3	Jordan Motor Car	32,200	60	56 1/2	- 3 1/2
21 1/2 12 1/2	21 1/2	12 1/2	—	Kelly-Springfield	4,200	17	16 1/2	- 1/2
114 1/2 87 1/2	114	87	6	Kelsey Wheel	4,200	111 1/2	110 1/2	- 1/2
3 1/2 1 1/2	3	1 1/2	—	Keystone Tire	300	2 1/2	2 1/2	+ 1/2
114 1/2 114 1/2	114 1/2	114 1/2	—	Lew Rubber & Tire	100	16	16	+ 1/2
23 1/2 117 1/2	23 1/2	117 1/2	—	Mack Trucks	7,700	226 1/2	224 1/2	- 2
112 104 7	112	104	7	Mack Trucks 1st pf.	100	110 1/2	110 1/2	+ 1/2
100 99 7	100	99	7	Mack Trucks 2d pf.	100	105	105	+ 1/2
41 1/2 22 1/2	41 1/2	22 1/2	3	Moor Motors	2,600	39 1/2	38 1/2	- 1/2
44 1/2 40 1/2	44 1/2	40 1/2	2.60	Motometer A	1,000	41 1/2	40 1/2	- 1/2
35 18 2 40 1/2	35	18	2	Motor Wheel	3,100	33 1/2	32 1/2	- 1/2
24 1/2 27 1/2	24	27 1/2	400	Murray Body	800	27 1/2	27 1/2	+ 1/2
48 15 2	48	15	2	Packard Motor Car	20,900	46 1/2	45 1/2	- 1/2
32 1/2 14 1/2	32	14 1/2	1.40	Padge-Detroit Motor	11,700	31 1/2	30	- 1/2
47 1/2 10 1/2	47 1/2	10 1/2	—	Pierce-Arrow	45,300	47 1/2	46	+ 1/2
94 1/2 43 1/2	94	43	—	Pierce-Arrow pf.	6,900	98 1/2	94 1/2	- 3 1/2
18 8 8	18	8	—	Reynolds Spring	100	9 1/2	9 1/2	+ 1/2
36 1/2 15 1/2	36	15 1/2	—	Spicer & Co.	9,900	32 1/2	32 1/2	+ 1/2
84 1/2 65 1/2	84	65 1/2	—	Stewart-Warner Speed	3,800	82 1/2	80 1/2	- 2 1/2
89 1/2 61 1/2	89	61	—	Stromberg Carburetor	200	85 1/2	85 1/2	+ 1/2
67 41 1/2	67	41 1/2	4	Studebaker	109,800	67 1/2	65 1/2	- 2 1/2
58 1/2 37 1/2	58	37 1/2	4b	Timken Roller Bear.	27,500	59 1/2	58 1/2	- 1/2
80 1/2 33 1/2	80	33 1/2	—	U. S. Rubber	20,200	80 1/2	78 1/2	- 2 1/2
108 1/2 92 1/2	108	92 1/2	—	U. S. Rubber 1st pf.	100	105	105	—
104 1/2 57 1/2	104	57 1/2	4	White Motor	7,800	95 1/2	94 1/2	- 1/2
32 1/2 22 1/2	32	22 1/2	—	Willys-Overland	27,500	31 1/2	30 1/2	- 1/2
15 1/2 16 1/2	15	16 1/2	1	Willys-Overland pf.	5,100	112 1/2	112 1/2	+ 1/2
15 1/2 16 1/2	15	16 1/2	1	Wright Aero	3,900	30 1/2	29 1/2	- 1/2
48 1/2 22 1/2	48	22 1/2	2.52	Yellow T. & C.	3,200	32 1/2	31 1/2	- 1/2
100 90	100	90	—	Yellow T. & C. pf.	800	97 1/2	97 1/2	+ 1/2

## BOSTON

Sales	High	Low	Last	Sales	High	Low	Last
135 Hood Rubber	65	64	65	100 Edmund & Jones	35	35	35
219 1/2	219	219	219	1050 Federal Motor.	45	45	43
21 9 1/2	21	9 1/2	21	16 Ford of Canada	626	626	636
78 67 6	78						

## AUTOMOTIVE MEN EXHIBIT WARES AT RADIO SHOW

CANTON, O., Oct. 31.—Automotive wholesalers and retailers were important factors in the radio show sponsored by the Canton Daily News, which concluded in the city auditorium here Thursday.

The Willis Company, automotive jobber, displayed King Quality receivers, Snyder speakers.

Dunbar Brothers, manufacturers of Dunbar storage batteries, had an interesting exhibit of A and B types.

Canton Exide Battery Company, distributor, displayed Exide batteries.

Fisher Auto Supply Company, wholesale distributor, showed Audiola receivers, Radifone two-tone and Bosch speakers; Everbest B batteries; King A and B batteries.

Nell Brothers Battery Company, wholesaler of automotive parts and radio, exhibited Radiodyne receiver, Westinghouse A and B batteries, Comet B batteries, Ureco tubes, Stradovox speaker, Balkite chargers and Balkite B eliminators.

E. & J. Motor Supply Company, distributor, Freshman Radio, receivers, Crosley, Radiorama and Markever loud speakers, Cunningham and Radiotron tubes, Eveready Hippo, Burgess dry batteries, Cleveland storage types, Freshman and McFadden B eliminators.

Dine-Deweese Company, jobber and distributor, displayed Deresmadyne and Apex receivers, Apex, Majestic, Paths and Master loud speakers, Yale storage batteries, Yale A and B batteries, Balkite eliminators and chargers, Unitor chargers, No-Bee combination chargers, Sterling tube checkers, Yale flashlights, Yale Monocello dry cells and Power Packs.

Nell Battery and Electric Company, wholesaler, displayed Bosch, Ambrola Airway, U. S. L. receivers, Bosch-Ambrola and Junior loud speakers, U. S. L. storage batteries and A and B batteries, Niagara Maritime dry batteries.

Rhodes Auto and Electric Company displayed storage A and B batteries of the Willard concern.

## BATTERY BUSINESS BETTER IN KANSAS CITY

Kansas City, Oct. 31.—The battery business in Kansas City is taking on a brisk turn, according to dealers. The usual fall rush has started. Motor car owners, with the freezing weather the last week, are having their batteries tested and buying new ones to avoid winter ignition troubles. The recharging business also is showing a gain, due to the cold weather, dealers say.

### GAVE SUBSTITUTES

San Diego, Cal., Oct. 31.—Six arrests have been made in this city of service station operators for substitution of oil, with convictions on five counts, according to C. L. Whitehead, secretary of the Consumers' Protective Bureau.

## GOOD WILL

USL has built batteries for 27 years—**MILLIONS** of them—and USL quality has pleased millions of users.

This has built up a world-wide good will that benefits every manufacturer who equips with USL batteries. It likewise benefits the dealers for these car manufacturers.

And USL Golden Rule Service extends to every part of the world wherever the manufacturer and dealer needs it.

## U. S. LIGHT & HEAT CORPORATION NIAGARA FALLS, N. Y.

**USL Pacific Coast Factory**  
Oakland, Calif.

**USL Canadian Factory**  
Niagara Falls, Ontario

**USL Australian Factory**  
Sydney, N. S. W.

*storage* **USL** *batteries*

## New Weaver Model Garage and Service Building PLANS CALL FOR IDEAL LAYOUT

Springfield, Ill., Oct. 31.—Construction has been started on a new garage and service building to be used for laboratory and test purposes by the Weaver Manufacturing Company, makers of garage and shop equipment. The new building will have a frontage of 125 feet.

One of the major considerations in erecting this building is to enable the experimental and engineering departments to keep in close touch with new developments, test Weaver products in every-day service, work out improvements and develop new items in anticipation of actual demand. In the past this development and test work had been handled through the co-operation of local garages, and, while this field work will not be neglected in future, the new garage will make possible more thorough research and development work.

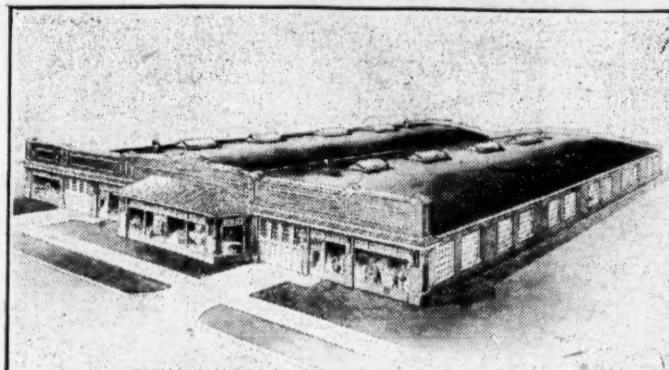
Operating on the same self-supporting basis as any other service station, the new garage will render all kinds of automotive service to the general public. Each department will be expected to pay its own way.

Another important object in building this garage is to develop an ideal garage arrangement for the benefit of the automotive trade. Coming as the culmination of several years of planning and study of garage layouts in all parts of the country, the new building will incorporate the most modern ideas in departmental arrangement and in type of construction, officials of the company claim.

Attractive appearance and maximum light are features of the new building. Brick walls and steel roof construction are used. A majority of the wall space on all four sides is given over to the windows, which, with a number of large skylights in the roof, assure daylight working conditions in all parts of the building.

Set well back from the street, the attractive pressed brick and tile front of the building will be further beautified by grass plots and hedges, according to the plans.

In line with the growing recognition of the importance of service, the mechanical department has been given equal prominence with the car sales and accessory sales

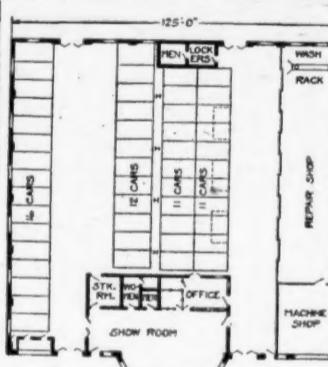


entire front of the building being given over to these three departments and two entrance doors. The machine shop is located in one front corner of the building, with a large display window to give it prominence. The service department immediately back of the machine shop occupies one entire side of the building.

The car showroom is featured by a projecting display window, large enough to accommodate several cars. The built-out window construction will give unusual visibility and show the cars to the best advantage. The showroom will be flood-lighted at night.

Storage space for forty-five cars, as well as a repair shop accommodating ten to twelve cars, will be provided, all on one floor.

In addition to providing a model garage from the standpoint of departmental location and general space arrangement, the Weaver Company plans to make this one of the most com-



pletely equipped garages in the country. A number of manufacturers of other kinds of garage and shop equipment and tools which do not compete with the Weaver line have already asked the privilege of placing their products in the new Weaver garage, officials state.

## Link-Belt Co. Observing Its 50th Birthday

Chicago, Oct. 31.—Fifty years have passed since the incorporation of the Ewart Manufacturing Company, the forerunner of the present Link-Belt Company, in 1875. In commemoration of the fiftieth an-



A. Kauffmann



Charles Piez

niversary, the Link-Belt Company has published an attractive book entitled "Link-Belt, 1875-1925."

In this book it is mentioned that the patent of William Dana Ewart, a young implement dealer from Belle Plaine, Ia., for the detachable link chain, was dated September 1, 1874. Mr. Ewart first started to build a self-binding harvester, but he realized the great need in such a machine for a detachable chain drive that could be repaired in the field, and he worked out the idea of a chain drive the links of which could easily be replaced by the farmer.

Late in 1874 when Mr. Ewart came to Chicago with a view to arousing some interest in his "detachable link chain," he succeeded in interesting John C. Coonley, a lawyer who was then president of the Chicago Malleable Iron Company. As a result a company was duly incorporated in 1875, under the name of the Ewart Manufacturing Company, for manufacturing detachable link chain. In 1876, the Ewart chains were exhibited at the Philadelphia Centennial.

The uses for the invention developed rapidly, and in 1880 the Link-Belt Machinery Company was incorporated "to design, build, and

## Accessory News

### SELLS BUSINESS

Onslow, Ia., Oct. 31.—George Overhalt has sold his repair shop and auto supply business to W. H. Bowser & Son, who conduct a large garage here. Mr. Overhalt will go into the radio business, he has announced.

### NEW COMPANY

Columbus, Ohio, Oct. 31 (U. T. P. S.)—L. T. McCann, who for about three years has been operating at 389 Chapel St., doing a retail accessory business, has sold his business to the newly organized Columbus Bumper Sales Company, but retains the title of secretary. The company has been chartered, with \$10,000 capital, for the purpose of retailing bumpers and automotive accessories. John W. Swartz is head of the company and M. C. Brown treasurer.

### PLAN MORE STORES

Kansas City, Oct. 31.—Don A. Davis, president of the Western Auto Supply Company, has returned from a trip through the South where he is planning the opening of several new stores. The company now operates twenty stores in the Middle West, West and Northwest.

supply accessory parts, and install elevating and conveying machinery employing Ewart Chains." The plant for this company was built in Chicago.

In 1888 the Link-Belt Engineering Company was formed, with a plant in Philadelphia. These two plants found increasing numbers of new uses for the chain, with the result that all three plants continued to grow in size until in 1906 a consolidation of the three interests took place and Charles Piez was elected president.

Mr. Piez is now chairman of the board of directors and Alfred Kauffmann, formerly vice-president, in charge of the two Link-Belt plants in Indianapolis, is now president of the company.

This company now operates and owns ten large manufacturing plants, with seven shops and warehouses and twenty-seven branch offices.

## Spuds, Artichokes And Nipa Palms May Yield Synthetic Gas

London, Oct. 31 (U. T. P. S.).

Recent advices from Borneo give some details of the working of an experimental plant erected in North Borneo to extract a substitute for gasoline from the nipa palm. The sap of the nipa palm, which only flows for six months in each year, has been found to produce an excellent power alcohol and there are about 300,000 acres under this tree in North Borneo.

An estimate has been made that during six months 900,000,000 gallons of sap could be obtained and at this would produce upward of 60,000,000 gallons of alcohol.

The still at the experimental plant was only capable of producing 100 gallons of alcohol in a working day of 12 hours and naturally operating costs were somewhat high, but it has been worked out that power alcohol could be successfully produced on a commercial basis if 1,000 gallons a day was the output.

The capital outlay to lay down a plant capable of turning out 2,000 gallons in twelve hours is given as about \$130,000, and the spirit so produced could be delivered at Singapore and Hongkong and sold there at a price which would give a margin of profit sufficient to return 10 per cent. on the capital invested, it is claimed.

### POTATO ALCOHOL

London, Oct. 31 (U. T. P. S.). Recently the British government's Fuel Research Board issued a report on certain experiments carried out regarding the production of power alcohol as a fuel for automotive transport from potatoes, mangolds, Jerusalem artichokes, which considered to be the only materials that could be grown in Britain and Ireland for the pose.

The first conclusion arrived at is unlikely that could be grown at a price would make the product alcohol from them for poses a commercial success. The product would cost 25 cents a gallon for raw material alone.

Using mangolds, which ever, can only be grown successfully in the south of England, raw material cost given above would be almost halved, while a better result still could be obtained from Jerusalem artichokes, it is said.

## Shop Equipment

### KWIK-WAY SCREW TOOL

A speed-up tool for work on the Bendix drive has been put on the market by the Haines Manufacturing Corporation, Rochester, N. Y., under the name of the Kwik-Way Bendix Drive Screw Tool. The feature of the tool is that it holds the screw while it drives it in.

It accomplishes this by means of the overhanging lip which fits over the head of the screw. The member which goes into the slot of the screw moves back as the screw is inserted and helps hold it in place.

The illustration shows the tool without a screw, and a cut-off view showing a screw inserted.

By means of this holding feature, it is easy to start small screws in difficult places. It saves considerable time working on the Bendix drive.

Price, \$1.

### TO PUT UP SERVICE STATION

Chicago, Oct. 31.—Samuel Abeson has leased the northeast corner of Michigan Avenue and Pershing Road for twenty years and will erect an automobile service station. The term rental is reported at \$72,000 plus taxes.

## SHUTTER FRONTS AND BUMPERS IN STEADY DEMAND

KANSAS CITY, Oct. 31.—The motor car accessories business in Kansas City continues to hold an advantage over this period last year, but with a "slowing up" in a few lines.

"A strong demand for shutter fronts and bumpers is noticeable at this time," R. B. Myers, assistant manager of the Watson Stabilator Company of Kansas City, said. "Our business is showing a good gain over last year. Fall prospects are exceptionally good."

R. M. Henry of the Troost Avenue store of the Western Auto Supply Company says the demand for accessories is steady, with no particular article in special demand during the last week. Business prospects are good, he says. The company operates three auto supply stores here.

J. Hanna, assistant manager of the factory branch here of the Stromberg Motor Devices Company, reports a strong demand for accessories, especially carburetors and bumpers. "The demand for carburetors and bumpers is exceptionally strong," he said.

H. F. Maier of the E. S. Cowie Electric Company reports a sudden drop in their motor accessories business in the last week, but says prospects for the fall are excellent. "We have been having a heavy business all summer and fall up until the last week," he said, "but we have had a slump. Business conditions generally are good and fall prospects are bright, so we see nothing significant in the present slump."

Other accessories dealers declare business good with increases over last year estimated at from 10 to 25 per cent.

### COHOES, N. Y.

Cohoes, N. Y., Oct. 31.—The demand for automobile accessories has shown a substantial increase during the past two weeks, according to dealers, who agree that this condition is due to the cold weather needs of motorists. Special attention is now being given to the sale of curtains, radiators, robes, mufflers, spark plugs, hoods, chains, etc., which have shown a 25 per cent. increase. It is the general opinion of prominent dealers that accessory business for October is much better than for the same period last year.

Cohoes dealers are receiving a goodly portion of the demands of the farmers in the rural districts for accessories, and this trade is expected to be strengthened with the announcement that the state highways leading to the city would be kept open during the coming winter.

### CEDAR RAPIDS, Ia.

Cedar Rapids, Ia., Oct. 31.—"The trend of trade is distinctly winterish," according to W. F. Protzman, sales manager for the Cedar Rapids Auto Supply Company. "While September was an exceptional month, October, due to the extremely bad road conditions, has been poor until this week, when the clearing up of the weather presented a better opportunity for our salesmen to cover their territory," he said.

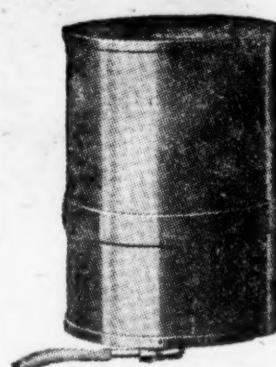
"Right now our greatest demand is for heaters and alcohol, with the other lines falling well into the rear as the season gets closer to actual winter."

E. A. Eggers of the Motor Car Supply Company finds that the battery sales of this year are passing those of last fall by a wide margin. The winter replacement is heavier than it has been in the history of his business and the prospects for an exceptional winter season in the battery and accessory end of this business are very good, he says.

James Holliser of the Auto and Radio Supply is placing his greatest sales effort on the radio end of the business, though he is finding

## New Accessories

### RADIATOR CONDENSER



The Stewart-Warner Radiator Condenser, made by the Stewart-Warner Speedometer Corporation, 1826 Diversey Parkway, Chicago, makes a timely item for sale at this time of year. It is designed to conserve the alcohol in the radiator mixture during cold weather.

When alcohol is added to the circulating system in the fall to foretell the possibility of a cold snap freezing the water, it very often happens that the alcohol, which is extremely volatile, will evaporate quickly, especially if a few warm days are met with. Then when freezing temperatures set in unexpectedly, the solution in the radiator is so nearly plain water that it cannot resist the cold.

With this device, the possibility of such an occurrence is greatly lessened. The proper proportion of alcohol and water is added to the radiator at the first approach of cold weather and no further additions need be made all winter, it is claimed, if there are no leaks in the system. The condenser saves the solution and returns it to the radiator.

It consists of a rubber bag inside a sheet metal container and in appearance is much like a vacuum tank. Vapors are led from the neck of the radiator to the condenser and there condense and collect in the bag. When a sufficient amount of liquid has collected in the bag, it is returned to the radiator by the pressure of a spring on the bag.

The condenser is furnished with mounting appliances for either the dash or the frame. The price is \$6.50.

### HAS UNUSUAL METHOD TO DEMONSTRATE PRODUCT

Lynn, Mass., Oct. 31.—The Frank Bowes Company, Inc., has been supplying its dealers with motor car doors finished in sections to show the various products of the company and their purposes, believing that an actual demonstration of its Red Oval enamel is much more convincing than advertising appeals. The door is taken just as it comes from the junk yard and all of the old paint except a narrow width across the top stripped off with Lavo paint and varnish remover. The lower part of the door is given a coat of Red Oval Metal Primer. Over all this, except a strip across the top, a coat of Red Oval Undercoating is applied.

### TESTING OIL FIELD

Waco, Tex., Oct. 31.—What promises to be a companion field for the famous Mexia and Wortham oil pools is being tested out at Prairie Hill, near here, with a deep test well. A 500-acre tract is to be developed and wells have been started at all points on the big field.

that the tire, heater, chain and winter inclosure end is demanding much of his attention.

The business of retailing accessories is having the rebound that was due to come, is the opinion of W. O. Shultz of the S and W Auto Supply Company. This firm is having a greater run on its regular lines as well as the seasonal specialties, than it has ever enjoyed before. Like many of the other accessory firms it is handling a radio line in connection with its regular business and is finding that it brings to the store many new customers.

## TO MANUFACTURE OIL RECTIFIER

Decatur, Ill., Oct. 31.—The Faries Manufacturing Company has contracted with Brandenburg Bros. & Eckleston, Chicago, for the manufacture of an oil rectifier for automobiles from Faries patents.

Company officials declare that the rectifier's functions to the car are as important as those of the carburetor.

The accessory removes all gasoline and oil impurities as the oil is run through it, it is claimed, and although up to the present only one high-priced car maker has attempted its use, the field is said to be broadening rapidly.

The engineers claim that with the rectifier's success, there will be no necessity of a change of oil every 500 miles, as it automatically removes the impurities which clog up the crank case. Production for the Faries concern begins December 1, and by the first of the year production will be at the rate of 100,000 monthly, officials of the company state.

The rectifier has been the result of five years' study and experimentation by an engineer-inventor, it is announced. Trial orders for the first lot have already been booked for a number of prominent motor car manufacturers.

## LA FEHR SALES COMPANY BOUGHT BY EX-TREASURER

Los Angeles, Cal., Oct. 31.—Announcement is made that the entire holdings of the La Fehr Sales Company of this city, Glassmobile distributors, has been purchased by F. L. La Fehr, former treasurer of the company.

The present service station and executive office, which is located at 991-99 West Washington Street, will be retained.

### SALES FORCE ON TRIP

Portland, Ore., Oct. 31 (U. T. P. S.)—The entire sales organization of the Portland branch of the Mason Tire and Rubber Company left last week for a general sales conference at Kent, O. The party was composed of J. S. Bathrick, C. G. Lufkin, H. J. Sieberts, J. A. Gass and R. J. Boyd and Catlin Wolfard, Pacific coast manager. The increase in the dealer organizations in the Northwest has brought about a large increase in business for this year.

### PREDICTS FLAT RATE

London, Oct. 31 (U. T. P. S.)—Sir Herbert Austin declares that the time will come when a standard rate of repairs will be charged at all the garages throughout Britain for individual cars.

### ENLARGE PLANT

London, Oct. 31 (U. T. P. S.)—Hoods and Bodies, Ltd., Acton Lane, London, building bodies for Dodge chassis, has enlarged its plant.

## SEEKS UNIFORM TRAFFIC LAWS

New Jersey Senator Will Introduce Bill In Legislature

Burlington, N. J., Oct. 31 (U. T. P. S.)—Enactment of a state law covering traffic regulations to put varying municipal practices at an end will be sought by Senator F. M. Reeves at the next session of the Legislature. His idea has the support of State Motor Vehicle Commissioner William Dill.

Greatest complaint arises at the differences in traffic control at street corners, where turns are allowed some times on red, green or amber lights. Tourists run afoul of the changing styles because of the divided authority, it is pointed out.

State Senator Reeves believes that all regulations should conform to a state code with the same act defining the limits upon municipal rules. He supports his intended program on the ground that all communities are anxious to work on a uniform plan, but lack of action by a central authority has been the handicap up to the present time.

The salesman can go through the Hupmobile Six, point by point—and easily show the prospect that it is built the fine, the sound, and the long-lived Hupmobile way.

## The New Hupmobile



## New Goodyear Mileage Record Helps Bus Men

**A**KRON, O., Oct. 31.—Familiarity with the details and advantages of a tire mileage record system will inspire confidence on the part of the bus operator and be a good lead for the live tire dealer on getting attention and interest in bus tire selling, according to officials of the Goodyear Tire and Rubber Company. The mileage record system, they explain, has been developed and perfected by the company to meet the specific needs of the bus operator. It is said to be accurate, yet simple, to handle, and once installed takes but a few moments each day to keep up.

Arrangements have been made by Goodyear to furnish the cards, tags, etc. at actual cost. The cards can be had for 65¢ a 100 and the tags for 25 cents a 100. There will be no charge for the "daily mileage sheets." On this basis ordering the cards and tags as outlined in the following will cost the operator less than 20 cents a bus. An oak cabinet, handy to keep the cards in, can also be furnished at a cost of 75 cents.

The system, it is said, will enable the operator to tell—

1. How far each tire runs.
2. What tire costs are.
3. What make of tire gives the best service.
4. Daily mileage of each bus.
5. Comparative tire costs on different buses.

6. Where every tire is at all times—thus helping locate any tire readily and preventing the loss of tires.

The complete record system consists of:

- (a) Tire change tag.
- (b) Bus tire record card.
- (c) Tire mileage card.
- (d) Bus daily mileage sheet.

This sheet is just a year record form on which is recorded each day the mileage run by one bus for one year. The other forms hereinafter mentioned show the date the tire was applied and the date removed. By figuring the mileage and the bus run between these dates from the bus daily mileage sheet it is easy to figure just how far the tire went.

Whenever there is a tire change of any kind the tire change tag is used and all the information filled in.

The driver should make out the tag covering the changes on the road, and should turn the tag in attached to the flat tire. When the tire is inspected its condition should be noted by checking one of the squares at the bottom of the tag. The tag is then ready to be turned over for recording information on the cards, as explained later. If the tire is repaired, another tire change tag should be made out when the repaired tire is put in stock. In starting this record system the reverse side of the tag can be used to get a record or inventory of the tires that are already on the buses.

The tire mileage card is an individual record of each tire. The tire make, serial or brand number, size and type, and cost should be filled in. The cards are filed numerically by serial or brand number. Separate files or index cards should be used to divide tire mileage cards into the following groups:

Active: Include all tires on buses and any spares carried.

Repairs: Those tires being repaired.

Stock: Those new or repaired tires held in stock room ready for service.

Dead: Those tires that are worn out or damaged beyond economical repair.

Any change on the above cards or of the cards from one group to another will be brought about by new information, as shown by the change tag. For example: The tire change tag will indicate the disposition made of the flat tire. If worn out, the tire mileage card will be taken from the "active" and placed in the "dead" group. If the flat is to be repaired the card is placed in the "repair" group and in "disposition" space should be noted "repair (month, day)." When the tire is repaired and put in stock the date

## NEW SYSTEM HELPS USED TRUCK SALES

**T**OPEKA, Kan., Oct. 31.—Despite the fact that the heavy hauling for the year is now almost entirely confined to commercial trade and fuel in this district, the truck dealers declare they are getting better response from their prospects than ever before at this time of the year.

James Cowdrey, international dealer, says he is taking advantage of the lull to make used truck deals. He is boosting his sales in this department by keeping in touch with the haulage employment situation and is advertising his trucks with hauling work attached, generally being able to land enough work for his buyers so that the payments are taken care of.

For the state last week's sales were light, only sixteen new truck sales being reported through the State License Bureau. At the same time fifty-two second-hand trucks were licensed, indicating that Cowdrey's plan must be working elsewhere.

## Bus and Truck Men Approve Gas Tax

**O**LYMPIA, Wash., Oct. 31.—Organized bus operators of the state of Washington are not in sympathy with the attack on the state's two-cents-a-gallon gasoline tax, filed in the form of a suit in United States District Court by W. R. Crawford, Seattle attorney, according to T. H. Martin, general manager of the Rainier National Park Company, which operates stage service between Tacoma and Rainier Park.

And, further, only one auto truck company which has been granted a certificate of public convenience and necessity by the state Department of Public Works is supporting the suit, state officials say.

All bus and truck companies belonging to the two associations of owners in this state have indorsed the tax, the officials explained, adding that companies regulated by the Department of Public Works insist that the gas tax is not a toll levied against road users as Congress understood the meaning of tolls when passing the Federal aid road law. These companies contend that 44 states now have the gas tax, and argue that 44 states could not misunderstand Congress. In various states the gas tax ranges from 1 to 4 cents a gallon.

The tire is returned from the repair shop and cost of the repair should appear in "cost of repair" space. The repaired tire should then be put in stock ready for service and the card should be transferred from the "repair" to "stock" group.

There is also a card for each bus. It shows at all times the tires on any given bus. Also, this record shows the number of tire changes occurring on any bus and just how tires are standing up on any particular bus, as compared with other buses. In addition, it serves as check on the tire mileage card information and in this way helps to prevent mistakes. Changes on the bus tire record card are recorded on the tire mileage record card.

**THE FAMILY TRICYCLE** with its occupants ready for a spin. J. W. Wood of Highbury, England, originated the idea for such a vehicle and constructed it. The carrier is equipped with a detachable roof and side curtains, with a tool bag on the side. The tricycle is twelve feet long.



(P. & A. Photo.)

## Central Terminals For Bus Lines in Pa

**H**ARRISBURG, Pa., Oct. 31.—Motor bus lines entering Pennsylvania towns and cities will have central terminals within a short time, if plans of the Pennsylvania Bus Association are carried out.

S. J. McMains of Leechburg, president of the association, has been authorized to name a committee to take up with bus operators the creation of these central terminals.

"There are approximately 500 separate bus lines in Pennsylvania," says McMains. "In very few instances do the companies entering a town or city meet at a central point. In Harrisburg, for example, the Gettysburg buses begin and end their trips in Market Square. The Liverpool bus has headquarters two blocks away."

"It is the idea of the bus association that the public would be better served if buses began and ended their journeys at central terminals. To the best of our knowledge only one Pennsylvania city regulates this matter by ordinance. That is Chester, which compels buses of all lines to use a central terminal.

"The committee which will direct the central terminal campaign will be announced in a few days. We anticipate no difficulty in the establishment of these terminals. All operating companies and individuals with whom we have been in touch are enthusiastic about the idea. But the greatest good, of course, will come to the public, which will no longer be compelled to wander all over town looking for bus terminals."

## ERIE COUNTY WILL KEEP ROADS OPEN THIS WINTER

**B**UFFALO, Oct. 31.—Erie county has adopted a definite plan for keeping its roads clear of snow next winter, and the Board of Supervisors has authorized the county engineer to purchase automotive snow removing equipment sufficient to take care of 400 miles of roads outside incorporated villages and cities. Last year the county kept 250 miles of roads clear.

The constantly increasing use of the motor bus and heavy trucks between Buffalo and other cities throughout western New York is the principal reason given for this action.

Scores of new lines, both of buses and freight transportation, have been established during the year, and the problem of making it possible for such lines to keep running the year around made it imperative for the supervisors to take the action they did.

### NEW HALIFAX LINE

**H**ALIFAX, N. S., Oct. 31.—The Board of Public Utilities has granted Charles Pender, operator of bus lines to suburban towns and villages permission to operate a bus line in the city. This new line will be operated on city streets to serve those traveling to and from the growing suburb of Armdale. The street car lines previously have had little competition in this section of Halifax.

## YELLOW TAXI HAS SERVICE PLAN

### System in Brooklyn of Free Phone Calls Is Aid to Public

**B**ROOKLYN, N. Y., Oct. 31.—If a taxicab company is to succeed it must take advantage of every possible opportunity to be of service to its public. This dictum is offered by Earl C. Stemm, Brooklyn branch manager of the Yellow Taxi Corporation, New York.

In line with this idea, Stemm outlined a free telephone service which his company gives to its patrons.

By an agreement with the United Cigar Stores Company, the Yellow Taxi Corporation has installed telephones in sixty-six of the United Cigar Stores in Brooklyn. These phones have been so arranged, that people may call from them, but no provision has been made for their receiving calls. Outside of the store is a yellow sign, which informs passers-by that they may call up for a cab without charge.

From the stores the phones lead to a switchboard in the Brooklyn office of the company, and thence are connected to a small type of phone called a police box. This is merely a telephone protected from the weather by a cast iron box. These boxes are served in two different ways.

In the more populated sections of the city there is a starter on duty, and, except in bad weather, a waiting cab. In less populated areas, the phones are on the sides of houses, elevated station pillars, or the like, and are answered by a driver who is present at more or less regular intervals.

To get a cab a patron steps into a United Cigar Store, and upon lifting the receiver is connected with the central office. He makes known his desire for a cab, and is connected by the switchboard operator with the police box nearest him. Should this box be one of the type served only by a driver, and should the latter not be at his post, the switchboard operator plugs in on another until a cab is found, or until all boxes refuse to answer, or else return notice that their cars are all busy. Stemm does not believe in deluding the public, and in case of either of the latter contingencies, the patron is so advised and is told that perhaps a later call may secure a cab for him. Due to the fact that he finds shelter in the store, he frequently waits for a short time and then calls again.

In addition to being a service to the public the system is also of use to the company. A cruising driver who has not picked up a fare, returns to his police box and calls up, or if far away from his box he calls from a cigar store and is frequently able to get notice of a cab wanted in the vicinity.

This system was installed in Brooklyn, says Stemm, after it had been given a tryout in Philadelphia.

Service is a primary consideration, Stemm believes, and such things as advertising occupy only secondary position. In this latter connection he is a believer in conservatism. His company advertises little, but such copy that it does send out, is free from any blatant qualities. A simple and unextravagant statement of fact regarding its service is, to his mind, of much greater value than anything else in drawing patrons and in holding them.

### ANNOUNCE PRICE CUT

**L**ONDON, Oct. 31 (U. T. P. S.).—Dealers in motor trucks here report doing approximately 20 per cent. more gross business during the past week than they did for the corresponding period in 1924.

## Sale of Tires Continues High in Most Districts

BOSTON, MASS., Oct. 31 (U. T. P. S.)—Tire sales have kept up well in Boston and vicinity. Distributors' reports indicate that the October volume this year will be at least 20 per cent. greater than the same period in 1924. The increase in the price of tires made by manufacturers has not affected the retail trade as yet, for dealers here were prepared with heavy stocks at the old prices.

Straight cords are leading balloon tires in sales, according to dealers. About thirty per cent. of the tire sales for passenger cars are balloon tires. A lesser percentage rules in the truck tire situation.

The New England-made Hood Arrow and Fiske tires are good sellers now. At the Hood factory in Watertown they are continuing the three shifts a day in the tire shops. The Fiske shops at Holystone are also running overtime.

The Central Automobile Tire Company is selling tires and tubes on the "pay-as-you-ride" plan. The firm handles all the leading makes. Other dealers interviewed on the subject of selling tires on the credit basis are not keen for it.

### EVANSVILLE

Evansville, Ind., Oct. 31.—Leading distributors of standard tire makes here do not believe the recent price advance on tires and tubes will exert any permanent effect in determining the status of the fall and winter markets.

Following what was considered by two distributors as an extraordinary week the consensus of opinion was that the fall season looks good, though the week's results in view of prevailing conditions were not considered as a good gauge of comparison. Total sales amounting to approximately \$52,000 were reported as compared with \$38,000 for the preceding week.

Balloons are rated at from 10 to 50 per cent. of sales. Tubes are moving in the same proportion as tires, it was said. Three distributors reported increases of from 15 to 200 per cent. in stocks as compared with last year at this time. Of the eleven distributors reporting, but one stock was noted as below normal requirements.

### CEDAR RAPIDS

Cedar Rapids, Ia., Oct. 31.—"The tire business is poor," according to Q. Smith, the west side dealer in auto supplies and tires. "Right now there is mighty little demand for any kind of a tire. The demand for Ford sizes in both the high pressure pneumatics and balloon types is about equally divided. There is no doubt in my mind but that business is due for a considerable stimulation just as soon as we settle into real fall weather, but everything is against it so long as these rains keep the roads bad to travel on."

"The best thing that can happen to the balloon tire industry is for them to standardize the sizes just as was done in the high pressure types."

### MINNEAPOLIS

Minneapolis, Oct. 31.—Continued colder weather, coupled with the cumulative rises in tire prices, have caused a drop in sales through dealers and a corresponding drop in demand from wholesale tire concerns in Minneapolis.

Representative tire firms, including the B. F. Goodrich Rubber Company, appear to be united in the view that increased prices, coupled with the usual season drop in demand will result in a continued lull until spring buying begins.

Tire dealers report that the demand for balloons is steadily increasing, as other tire users gradually are "converted" to the balloon idea.

### PORLTAND

Portland, Ore., Oct. 31.—Business for the past week showed a 300 per cent. increase over the previous week, reports John O.

## Tire Notes

### TAKES SPECIAL COURSE

Spokane, Wash., Oct. 31.—F. R. Nelson of McGoldrick - Sanderson Company, Firestone tire distributor, will spend some time at the factory at Akron to take a special course in repairing balloon tires.

### PLANT FOR SALE

East Liverpool, O., Oct. 31.—An effort is now being made to dispose of the holdings here of the defunct Pittsburgh Rubber Company, formerly the old McLean Tire and Rubber Company, now controlled by the Continental Trust Company of Pittsburgh. This concern went broke soon after September 1, and all finished products have been disposed of and the Continental Company is endeavoring to lease or sell the plant. Considerable tire making machinery is housed in the buildings.

### Pacific Conference

San Francisco, Cal., Oct. 31.—The first Pacific Coast conference of dealers of the India Rubber Tire and Rubber Company of Akron was held here last week under the direction of J. M. Aldefer, president of the company. More than 125 dealers from the West Coast and Mexico attended the conference. Frank L. Ryan, Pacific Coast manager for the company, presided at a banquet tendered the visiting dealers.

### NEW LIMA DEALER

Lima, Peru, Oct. 31 (U. T. P. S.)—The Fiske tire franchise here has been taken over by G. Menchaca & Co., distributors for Overland and Willys-Knight cars and Federal trucks. The Fiske agency was formerly handled by Raymond & Ford. Tire sales are beginning to perk up, distributors here say, this being attributed in part to greater "auto consciousness" on the part of the public as a result of the road building campaign under way.

### TACOMA TIRE DEALER HAS PRICE ADVANCE THEORY

Tacoma, Wash., Oct. 31. (U. T. P. S.)—R. W. Sutherland of the Sutherland Company, Inc., distributor for General tires in Tacoma, believes that present high prices on crude rubber will not be maintained.

"The advance in crude found most of the big manufacturers prepared with large quantities bought at prices slightly over 50 cents. As a result present tire prices are based on this timely buying cost.

"Contrary to the general belief high tire prices were not brought about solely by the British restriction act. The advent of the balloon tire with its varied types and sizes was a determining factor. Manufacturers were not prepared for the demand and dealers generally had to increase their stocks 50 per cent.

Othus of Fletcher & James, distributors of Firestone tires. This business was largely stimulated by the advance in tires and the fact that this concern agreed to take care of its customers for a limited time at the old prices.

"A year ago business was 25 per cent. better than it is now," stated Mr. Othus. "Tube sales are good and a big majority of our tire customers purchased tubes at the same time they are getting tires. We are selling more balloon tires, sales now running about 50 per cent. balloons. We wish, however, that the manufacturers would standardize on balloons. We are glad that spring dating has been abolished."

## Marathon Plant to Increase Output

Cuyahoga Falls, O., Oct. 31.—The Marathon Rubber Company, Inc., is planning to increase the capacity of its plant to 1,000 tires a day. Plans for the installation of extra machinery already have been made, it is announced. This will be an increase of 350 tires daily over the present production schedule of 650. The factory started up after the receivership proceedings which took over the old Marathon Tire and Rubber Company, C. C. Osgood, president of the company, announced. The company is a subsidiary of the Goodyear Tire and Rubber Company.

In addition to the full line of high-pressure and balloon cords used the company is now putting out they intend to add a complete line of heavy duty cord tires to stand the wear of exceptionally rough service.

The factory reached its maximum capacity the first of last June, and has been running steadily since that time, but, in spite of this fact, orders are piling up constantly, officials say.

## PHARIS TIRE & RUBBER CO. AT NEWARK PUTTING UP NEW FACTORY BUILDING

Newark, O., Oct. 31.—Ground was broken here Wednesday morning for the erection of a new brick and steel factory building for the Pharis Tire and Rubber Company. The new building will be approximately 80 by 60 feet, and when completed will enable the company's management to increase its production by a third.

New general offices will be built on the ground floor. In the factory space provided the latest type of tire manufacturing machinery will be installed. The new processes will be quite different from those now in general use.

The company plans an output of 2,000 tires and 3,500 tubes daily. The payroll will be increased from 500 employees to 700. The Pharis company is now completing the installation of a new 405-horsepower water tube boiler.

### ADDS MILLER LINE

Evansville, Ind., Oct. 31.—The Kinchel-Gatsch Tire Company, Kokomo tire distributor and dealer, has added the complete Miller tire and tube line. The company will act as Miller distributor in the Tri-State territory, covering southern Indiana, Illinois and Kentucky.

## Mansfield Plant At Ashland Closed

Ashland, O., Oct. 31.—The Ashland plant of the Mansfield Tire and Rubber Company has been closed until January 1, when it will be reopened and operated full capacity.

"In previous years it has been the policy of automobile tire manufacturers to stock up their dealers during the fall and winter months and give them spring terms of payment. This resulted in the manufacturers operating a full factory production during the winter period; but, due to the high price of crude rubber, this policy has been abandoned," it was explained by Mansfield Tire officials.

They maintain that it is more practical to operate the plant in Mansfield on full time than to operate the two plants on a part-time basis. The local plant was opened last May and has been operating twenty-four hours a day. Officials stated that business during the preceding twelve months exceeded \$10,000,000, an increase of \$4,000,000 over the preceding year. The output of the two plants is 5,500 tires and 10,000 tubes a day, and it is planned to increase the production next year to over 6,000 tires daily.

You Owe it to Yourself, Your Business, to Keep Abreast of the March of Events in the Automotive Industry by Reading the

## Automotive Daily News

How important is your business? If your aim is set for the highest possible business accomplishment it is essential that you know all about the affairs concerning your industry and you should know them today.

### All the News of the Automotive Industry While It Is News

The Automotive Daily News, the industry's new and only daily newspaper, affords its readers immediate news service relative to every line of endeavor in the automotive field. It gives you the latest and up-to-date list of prices.

Accessory, tire and battery information and service. A stock, bond and financial service. Manufacturers' schedules. Wholesale and retail sales helps. In fact, everything of interest in the industry which will have a possible bearing upon your own business growth.

### "The Automotive Industry's New Right Hand Man"

Thus the Automotive Daily News is acclaimed by hundreds of leaders in the automotive field. This newspaper has no axe to grind and its editorial policies are unbiased and absolutely honest. It supports and advances the industry as a whole—working with all agencies for its

welfare. With hundreds of representatives scattered throughout the country and conducted by national authorities in every division of the whole automotive field, the Automotive Daily News can and does promise you news that is reliable and authoritative.

### Enroll Now!

Join With Thousands of Other Men of the Industry Who Are Starting the Business Day by Reading The Automotive Daily News.

Fill in the coupon and mail today so that you will not miss a single issue.

### AUTOMOTIVE DAILY NEWS,

1926 Broadway, New York, N. Y.

Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below:

- 1 year at \$12.00
- 6 months at \$6.00
- 3 months at \$3.00

I enclose \$..... or I will send \$..... upon receipt of bill.

Name.....

Street.....

City..... State.....

Connection in industry.....

## PERU POTENTIAL MOTOR MARKET

### Building of Roads Over the Andes to Call For Autos

LIMA, Peru, Oct. 31 (U. T. P. S.)—Bridging the Andes and opening up the back country with a network of roads is only a part of the road-building program under way here that automotive men and impartial observers say must soon bring Peru into the fore as a greater consumer of auto products than ever before.

Distributors of American cars and auto wares here, of course, are keenly appreciative of the possibilities of the new "auto-consciousness" found everywhere, and are not at all hesitant about saying so, pointing out that this will remain strictly an American car market if makers up north will keep in touch with the situation being developed day by day.

Road building here has taken its greatest strides under the road conscription law and in addition to the thousands of men made available under the law, back country inhabitants have become enthused about their new contact with the coast and are volunteering for work, even supplying their own tools.

One road being constructed that will open up a country that has no rail transportation and consequently hails the possibility of motor travel is the Lima to Canta Highway, over which route Secretary of the Interior Dr. Rada y Gamio, in company with many prominent engineers and members of the Peruvian Congress, made a visit of inspection recently.

A little further north a road is being built from Sayan to Oyon and Parquin by voluntary labor, the inhabitants having taken up the work. Some 800 men are working on this last road and 2,000 more on the Lima-Canta highway.

The Lima-Canta road will open up a rich agricultural section, and because of the utter dependence of this section, and the country to be opened up by the Sayan-Oyon-Parquin road, upon the motor transportation to be made available the completion of these two roads will mean much to all Peru and to motor interests in particular.

## MOTORISTS GET IN BATTLE ON TAX

Richmond, Va., Oct. 31 (U. T. P. S.)—Virginia motorists will wage a vigorous fight for the repeal of the Federal excise tax on motor vehicles.

Announcement was made today by John R. Hope, secretary of the Richmond Automobile Club, that the club will co-operate heartily with the Virginia Automobile Dealers' Association and various other motor organizations in urging the tax repeal.

"If the taxes are repealed," he said, "Richmond people will pay an average of \$29 less for an automobile, since that is the amount which will be sliced automatically off the cost of the average automobile to the consumer."

"While the automobile club, in common with similar clubs throughout the country, is opposing these war taxes from the user's standpoint, it is joining with the automobile manufacturers in calling attention to the burden imposed by the tax on efforts to reduce the cost of transportation."

"The automobile club wants to aid its members in getting the most economical transportation possible. The time is ripe to gain a reduction of this motor tax. Administration leaders at Washington have indicated that there will be a \$250,000,000 reduction of taxes at the next session of Congress, which convenes in December."

**THIS FREAK PHOTOGRAPH SHOWS** the effect of hundreds of motor headlights on a camera plate at night. A half-hour exposure was made on one of the main roads into London, England. It was too dark for the passing cars themselves to be photographed. The upper streams are bus top lights.



### "Our Foreign Field"

## SWITZERLAND IS BUYING U. S. CARS

### Although in Midst of Production Centers, Is Good Market

By JOHN D. LONG

NEW YORK, Oct. 31.—The little republic of Switzerland recognizes the excellence of American automotive products and during the first six months of the present year purchased from us 871 passenger cars, valued at \$1,104,405, and 128 motorcycles of a value of \$28,746.

This is surprising, because Switzerland is surrounded by the countries that are the leading European manufacturers of automotive products, and to reach Switzerland our products must pass through the territory of our competitors.

"Last year we bought from the United States," said the consul for Switzerland in New York, Louis H. Junod, "passenger automobiles to the number of 1,269 with a value of 10,453,000 francs. Our total imports of passenger cars numbered 5,600 of a value of 45,104,000 francs.

Asked whether Switzerland had a consumer tax on gasoline, the consul replied, "We do not impose a consumer tax on gasoline, but we have an import tax on that product of 20 francs per hundred kilograms." This in our values and measures would work out a tax of about 11 cents per gallon.

The reply of the consul to a question as to the import tax on motor vehicles was, "We have a somewhat heavy import tax on both automotive vehicles, their parts and their accessories. The duty is estimated by weight. On chassis weighing less than 1,700 kilograms the duty is 40 francs per 100 kilograms and on chassis weighing more than 1,700 kilograms the duty is 150 francs per 100 kilograms." This latter tax figures out about 13 cents per pound—a pretty heavy tax. The cheaper chassis, however, would be admitted at about 4 cents per pound.

"The duty on finished cars," continued the consul, "is at the rate of 70 francs per 100 kilograms on those weighing less than 2,200 kilograms and on those weighing more than 2,200 kilograms 150 francs per 100 kilograms." On this schedule a car weighing 2,500 pounds would pay in duty on entering Switzerland about \$150. Lighter cars proportionately less and heavier, more.

"We impose no tax on motor tourists," said Consul Junod,

### Planes Fight Gas Tax; Don't Use Roads

Olympia, Wash., Oct. 31.—The Washington state license department now is fully abreast of the times. An airplane company has requested the department to supply it with blanks on which it will claim exemption from the state gasoline tax of two cents a gallon. The exemption claim is based on the fact that airplanes do not make use of state highway

## VERMONT TAXIS HIT BY TAXES

Montpelier, Vt., Oct. 31 (U. T. P. S.)—The recent law that forces owners of motor cars that carry passengers for hire to pay special taxes will make taxicabs and other renting cars almost extinct in this state, it is declared here. The new law, it is claimed, will make the smaller cities and towns inaccessible for many travelers, at least during the winter.

The Federal taxes on the cars, the state taxes, the gasoline taxes and now the new car-for-hire tax, together with compulsory insurance for machines carrying passengers for the benefit of the passenger, but not covering injury to the car, are all combining to discourage men from entering the business of carrying passengers for hire in motor cars.

Very few of the taxi men in the state have as yet paid the required \$106 per car under the new law, and those that have have jumped their rates from fifteen cents to twenty and twenty-five cents per mile.

"but require all tourist cars to carry liability insurance by a company authorized to do business in Switzerland. There is no national tax, but some cantons impose a toll on all motors entering their territory. The canton of Uri, for example, stops all motorists at the border and requires the payment of 10 francs, about \$2 in your money, for a ticket permitting the motorist to use the roads of the canton.

"This canton is almost exclusively an agricultural canton, with a population of only 22,000. It derives little profit from tourists, yet only last year it cost this canton \$72,000 to recondition the roads damaged by motorists. As a result, the canton seriously considered excluding motorists from its roads, but as this would have greatly injured other cantons that derive large profits from tourists, the canton agreed to admit tourists and endeavor to meet the wear on its roads by charging tolls."

Our Department of Commerce reports that we exported last year to Switzerland 991 passenger cars worth \$1,145,309.

## Less Tendency to Extend Time for Auto Payments

This is the ninth of a series of reports giving expressions of dealers in all parts of the country on further extension of time in which automobiles may be paid for.

NEW YORK, Oct. 31.—A canvass of the more important finance companies handling automobile paper indicates that there is less tendency than there was some months ago to permit the lengthening of the period of monthly payments and the decreasing of the minimum amount of down payments required from the purchasers of passenger automobiles.

Officials of most of the larger finance companies that maintain offices or headquarters in New York testify that there is no longer any foundation for the fears that were entertained some time ago that the conditions surrounding the financing of automobile purchases might become so lax as to do serious damage to the industry.

The finance companies, with few exceptions, have tightened their requirements. Dealers are less disposed than ever to do business on a loose credit basis. The industry as a whole frowns on unreasonably long terms. The smaller finance companies, against which most of the criticism for encouraging the acceptance of long-term paper has been directed, are swinging around to the view that the National Association of Finance Companies was right when it went on record, in formal resolutions, as demanding substantial down payments, limited length of time for payments and the equality of installments.

While the association modified its policy to some extent and some of the finance companies have taken advantage of the opportunity afforded to ease the conditions for automobile purchasers, the belief now is that the organization at its meeting on November 16 in Chicago will reaffirm its original policy and determine on a rigid adherence to certain fundamental principles of sound financing which are felt to be essential to the safety and liquidity of automobile passenger car paper.

A wide inquiry among dealers, being conducted by the Automotive Daily News, reveals a general disapproval of long-term automobile sales. In some sections of the country accepted business practices permit of longer terms than are approved by the conservative finance companies, but, generally speaking, the dealers everywhere strongly favor these terms:

Paper to mature in not longer than twelve months.

A minimum down payment on new cars of not less than one-third of the cash, or 30 per cent. of the time-selling price, at point of delivery, including extra equipment.

A minimum down payment on used cars of not less than 40 per cent. of the cash or 37 per cent. of the time-selling price.

Equal monthly installments.

The General Motors Acceptance Corporation, which has been one of the leaders among the finance companies insisting on a policy no less rigid than that outlined above, feels that the welfare of the industry as a whole demands a conservative, sane policy in the matter of sales financing. Officials of this organization probably will lead the fight in Chicago on November 16 to commit the National Association of Finance Companies to such a policy.

"We feel," said an official of the General Motors Acceptance Corporation to the Automotive Daily News, "that in their own interest and for the general public good, as well as for that of the automotive industry, the finance companies should conform to the business policies which are set out in the resolutions adopted by the National Association of Finance Companies in Chicago December 10 and 11 relating to the minimum and maximum basis upon which passenger automobile paper for individual use should be approved. We believe that these policies are necessary to keep the finance business and the automotive industry itself upon a sound basis."

## DEFINITE SALES POLICY URGED

N. A. D. A. Speaker Talks to Buffalo Dealers' Association

BUFFALO, Oct. 31.—A definite non-shifting policy in handling automobile salesmen was recommended to dealers by William B. Burruis of the National Automobile Dealers' Association in a talk before the Buffalo Automobile Dealers' Association this week.

The speaker urged the dealers to do more constructive work in developing man power among their salesmen. As a basis for starting the salesman right, the house should have a definite, non-shifting policy and should adhere rigidly to it at all times, he pointed out.

Mr. Burruis recommended giving the salesman full information regarding the policies of the house so that he will have full confidence in it and by his confidence inspire a greater respect for the house on the part of the consumer.

"Building man power is largely a question of the selection of the right type of man in the beginning and then giving him intensive training through the person of the distributor or his sales manager," Mr. Burruis said.

"Courage, ability, reliability and endurance are the four chief characteristics to seek for in the new salesman."

Next week Mr. Burruis will go on the air at Buffalo, talking on "Ethical Selling" from station WGR in the Statler Hotel. He will point out to the public that it is foolish to continually seek to buy everything at "wholesale prices." He will show the impossibility of a merchant selling honest and satisfactory merchandise continually at wholesale prices.

## "PRODUCER GAS TESTS ARE OVER

By R. M. PETARD

A. D. N. Staff Correspondent

PARIS, Oct. 18 (By Mail).—The trucks, fitted with producer gas generators and using either charcoal or wood as fuel, have completed their tour through France and Belgium. Laboratory tests will now take place of all engines and gas producers, and the technical data will not be available before several weeks.

All starters returned to Paris on time on October 11. Two of them had had mishaps; one had to change an engine and another had to replace its rear axle. However, they managed to do this overnight and keep up to the schedule.

The trucks awakened considerable public interest all along their route and the daily exhibitions at the stopping places were well attended. Important commercial results are anticipated.

The list of the finishing contestants included four Renaults, five Berliets, two Panhards, one Boyetia, one Nash-Quad equipped with an Etta producer, and one Saurer with an E. L. producer.

# Seasonal Appeal Helps Accessory Advertising

## Adds Individuality And Interest to Copy

SEASONABLE advertising is a proposition that can be worked much more strongly than at present in the tire and accessory fields.

One of the biggest problems in accessory advertising is to get interest into the advertising and direct mail pieces. Most stores depend too much on price advertising for their appeal, but it is questionable if price advertising ever gets much attention, except from the bargain seeker, who is not likely to become a permanent customer.

The problem then is to get enough interest in every advertisement to insure the copy being read and to drive the name of the store home to the reader, leaving a favorable impression. If that could be done often enough and with a large enough number of readers the accumulative good will would be worth thousands of dollars to any store.

By seasonable advertising is meant that kind which printed at a certain time of the year attracts the eye and arouses the interest because of a relation with the season.

For instance, right at this time of year, it is safe to assume that advertising depicting a hunting scene and addressed to hunters would get the eye of thousands of newspaper readers. Having secured attention, the reader can be reminded of a number of appropriate items that will make his hunting trip by automobile more comfortable and more enjoyable.

As the different seasons roll around other appeals can be made. As examples, these suggestions indicate what can be done during the coming months.

### Cold Weather Appeal

During the late fall, advertising of winter accessories is timely. When drivers first begin to feel the nip of real cold weather they are willing listeners to talk about radiator covers, heaters, robes, chains, windshield wipers, anti-freeze preparations and kindred products which are of greatest usefulness during the winter.

Thanksgiving time offers another good opportunity to link advertising with the thing that is uppermost in people's minds. Many are preparing for trips in the car to the "old homestead" or to visit friends. They don't want tire trouble, frozen radiators or any other mishap to mar their outing. Advertising which tells them of equipment to insure trouble-free driving over the holidays will touch responsive chords.

Then, of course, there is Christmas in the offing. This is the accessory merchant's best chance for special advertising. The purchase of car equipment as gifts cannot be emphasized too strongly or too often. Liberal use of newspaper space, mail efforts and window decorating will help to swell the volume of holiday business.

These ideas will suggest others. A favorable tie-up with local news events can often be found by the dealer with an advertising sense. A reader's interest can quickly be aroused by a picture or a headline which carries a reference to some recent happening of importance. His attention can then be led to a consideration of the products the dealer is featuring.

By such means a distinctive nature can be imparted to accessory advertising and the name of the store impressed favorably on thousands of readers.

### BIDS FOR WOMEN'S TRADE

The Huron Garage of Buffalo is putting out some special advertising in the Buffalo newspapers addressed to women shoppers. This garage recognizes the fact that the woman driver and shopper is becoming a big factor in the business section of the city, and is making a drive to make its place headquarters for the ladies.

*Putting more interest in accessory advertising is suggested in this article as a means of making it more effective and of causing the public to remember the name of the store. To accomplish this object, seasonal and topical advertising are recommended. It is a common-sense discussion of a phase of the accessory business that is very often neglected.*

## Dealer Registers Cars Free

The Oxford Garage Company, Hudson-Essex dealer, Lynn, Mass., is living up to its slogan—"The House of Service"—and making lots of good friends by a timely stunt in the way of rendering service.

To save the motorists of Lynn and vicinity from a long stand in line at the branch registry this firm is offering free registration service to all who apply for it.

The company invites all car owners, no matter what make their car may be, to partake of this free service. Even the required blanks are furnished by the company and all the motorist has to do is sign it and deposit the fee for registration required by the state for 1926.

The invitations to have cars registered stress these features of the stunt—"no obligations, no delays."

Motorists are taking kindly to this service and few are leaving without showing their appreciation even if it's only filling up the tank and many are impressed by the display of Hudson-Essex models with the new reduced price tags.

### PROSPECTS FROM OWNERS

In an endeavor to get names of prospects from owners, the Hazlett-Overland Company, Willys-Overland distributor, Butler, Pa., has inaugurated a contest to run until Christmas. Three prizes of \$50, \$30 and \$20 are offered to the three owners who turn in the names of the largest number of prospects to whom cars are sold.

## Enrolls Prospects For Spring

People who are not in a position to buy cars right now are being lined up by the Burch-Buell Motor Corporation, Durant-Star distributor, Rochester, N. Y., for spring business. This object is accomplished by enrolling the prospects in what is called the "Springtime Club."

The purpose of this club is to help the members save to meet the down payment. As explained by R. D. Burch, president of the company, it functions in this way:

"Members of the Springtime Club deposit a small amount each week," says Mr. Burch, "with the dealer, so that when spring arrives, with its pleasant driving weather, they will have saved up the first payment with any undue strain on the pocketbook."

The idea has apparently made a hit with residents of Rochester and a considerable number have already enrolled in the club. Regular interest is paid on the deposits made.

## Sales Leads From Local Papers

Many sales leads are gleaned by Willard Sulzberger, Hudson-Essex dealer, Newark, N. J., by watching the social and personal columns of the local newspapers. Notices of marriages and engagements, accounts of So-and-So returning from abroad or from an extended trip, descriptions of social functions are all scrutinized daily by Sulzberger.

Some of the items mean chances to sell cars as gifts, others mean that So-and-So has come into money and can afford a new car, still others indicate the business prosperity of some individual and the likelihood of his being a good prospect.

Another source of sales that Sulzberger has been tapping with success just now is the people he knows or hears of who hold stock. It is likely that with the present rising stock market they have made money and are in a good frame of mind to listen to suggestions about a new car.

## GIVES TOWN NAME PLATE WITH NEW CARS

The Duncan-Smith Company, Ford dealers, Waco, Tex., gives each buyer of a new Ford a set of plates bearing the name of the city.

"Ford dealers, of course, have exactly the same prices, and it just takes some little thing to sway them our way, instead of to the other fellow," said the manager. "And it costs but a few cents."

## \$ \$ Send 'Em In \$ \$

Those sales ideas of yours—don't keep them to yourselves! Send them to us. We'll pay \$1 for each one printed and \$5 for the best one of the week.

It ought to be easy money—all you need do is to dash off a few lines giving the substance of the plan. If you sell any automotive product you're eligible.

Sit down now while it's in your mind and address your letter to: Feature Editor, Automotive Daily News, 25 City Hall Place, New York city.

## Puts a Bit of Autumn Into Salesroom



ONE corner of the salesroom of the Grand Rapids Flint Company, Flint dealer, Grand Rapids, Mich., has been transformed into an autumn camping scene by the use of leaves, branches, logs and a tent. A roadster at one side conveys the thought of making such an outing doubly enjoyable through the use of a car.

## Plan Gives Space for Every Dealer's Exhibit

AS show time approaches, dealers in many cities are faced with the problem of securing adequate space locally for the display of the complete lines of all the car representatives in town. Newburgh, N. Y., dealers were confronted with this situation last year. The armory, the largest building available, was too small. An ingenious solution to the difficulty was found, however, which pleased every one. An explanation of the plan should be interesting to others who may be similarly placed.

Originally the armory was ample to accommodate the exhibits of every dealer in Newburgh, but with the increase in the number of dealers and the expansion of the lines space was soon at a premium.

A year ago the situation became so acute and the demand for space was so great that it looked as if the exhibit would have to be abandoned, because many of the dealers refused to reduce the number of spaces they requested.

Then came the suggestion to divide the show in two sections, one for the lower priced cars and the other for the higher priced models. The result was that all lines the factory list price of which averaged under \$1,000 were placed in the first section, which continued for three days, and all priced at \$1,000 and over went into the second section, which also ran for three days.

Tickets of admission sold for the first section carried a cou-

pon entitling the holder to admission to the second section without additional charge.

The plan worked splendidly. It made available just double the floor area, with the result that twice as many cars were displayed as in previous exhibits. Classification of the cars according to their list prices resulted in each section being attended by a maximum number of people who were interested especially in the cars exhibited in each particular section.

In other words, prospective purchasers who had in mind buying a car priced under \$1,000 knew that they would find just what they wanted in the low-price section. It enabled them, also, to make comparison readily of the various makes of cars in the particular price class in which they were interested. And what applied to the lower-priced car section of the show was equally true of the higher-priced department.

## Records Owners' Readings

A new service installed by A. C. Walker, Inc., Long Beach, Cal., Willard battery distributor, has met with so much response in the preliminary test that it is being urged for all cars being serviced at the Walker plant. The new service involves the use of a small card, readily carried in the pocket of a car, which is given to each car owner with his name, address, make of car, date and battery registration number filled in. On the face of the card is kept a record of the gravity readings, thus giving the car owner a complete record of the condition his battery is in at every testing.

The reading of each individual cell is recorded at every test and in this way the car owner is apprised of the action taking place in the battery at all times. If one cell is weak at one reading and the next reading shows that it is weaker still, then it is apparent that it should have an expert's attention. This way the trouble is nipped in the bud, instead of waiting until the fault becomes glaring.

## Keeps Inventory Of Tire Stock

The Arwadon Tire Corporation of Los Angeles, Cal., believes in keeping a perpetual inventory of all tires on hand, according to sizes, and to do this has installed a blackboard in the offices. The blackboard is 3x 4½ feet, and on it are listed the various tire sizes. Opposite these sizes are listed the number of tubes, tires and flaps on hand.

Besides listing the number on hand, it also lists the number that have been ordered, so that the manager can tell at a glance whether they are low on a given size, and, if so, whether there is already an order in for that size or not. Besides this perpetual inventory, they also, of course, take physical inventory at stated periods.

The perpetual inventory is kept up to date by consulting the sales sheets made out the day before. The sales sheet itemizes the number sold to each customer and the size.

Tell your story to as many people as possible.

# Personal Paragraphs

**Memphis, Tenn.**, Oct. 31.—John T. Fisher, president of the Service Motor Company and the John T. Fisher Motor Company, and James K. Dobbs of the Hull-Dobbs Ford dealership here, have been named directors of the Colonial Country Club. Mr. Fisher is also president of the club.

**San Antonio, Tex.**, Oct. 31.—Gus C. Ford, one of the best-known truck salesmen of this city, has joined the ranks of the Yantis Motor Company, Ford dealer here, as sales manager of the truck department.

**San Francisco, Oct. 31 (U. T. P. S.).**—"The trade outlook was never better," Louis Cohen of the San Francisco Rickenbacker sales force declared here on his return from the Rickenbacker factory at Detroit.

**Los Angeles, Cal., Oct. 31.**—John

## Dealer Doings

**New Haven, Conn., Oct. 31.**—H. Goldman & Sons, local representatives of the Studebaker car, are holding a special Halloween display of new Studebaker models at their showroom. The latter was specially decorated for the occasion.

**Rochester, N. Y., Oct. 31.**—Lew Foster, former sales manager of Sherman & Kreppenreck, has resigned his position. He will open up a dealership at the corner of St. Paul and Norton Streets to handle the Nash and Ajax lines.

**Elmira, N. Y., Oct. 31.**—The Velle car is to be sold for the first time in Elmira by Ralph B. Rockwell, proprietor of Rockwell's Garage, 506 East Water St., who has obtained the local franchise. The day and night service station will be continued.

**San Pedro, Cal., Oct. 31.**—Harry Phillips, Jordan dealer of this city, is now showing for the first time the new Jordan "8" all-steel sedan in his showrooms at 111 Pacific Ave.

**Huntington, W. Va., Oct. 31.**—Garland Robertson and Herbert Kincaid have formed a partnership and have opened the R. & K. Motor Company at 424 Fourth Ave. They will handle the Oldsmobile cars.

**Decatur, Ill., Oct. 31.**—J. D. Decker, 152 East Packard St., operating the Midway Garage, has taken the local franchise for the Auburn car.

## Advertisers in the Automotive Daily News

Apperson Automobile Co.  
Automotive Rotary Lift Co.  
Bendix Brake Co.  
Buick Motor Co.  
Byrne-Kingston Co.  
Chevrolet Motor Co.  
Chrysler Sales Corp.  
Continental Motors Co.  
Detroit Carrier Mfg. Co.  
Durant Motors, Inc.  
Flint Motor Co.  
Frick Brothers, Inc.  
General Motors Corp.  
Hewitt Rubber Co.  
Hupp Motor Car Corp.  
J. H. Newmark, Inc.  
Juhuus Carburetor Co.  
Kellogg Mfg. Co.  
Locomobile Co. of America  
Manhattan Insulated Wire Co.  
New Departure Mfg. Co.  
No-Carb Sales Co.  
Oakland Motor Car Co.  
Pierce-Arrow Motor Car Co.  
Rawlings Co. of America.  
Rickenbacher Motor Co.  
Rowe, Inc., Wm. L.  
Terstedt Mfg. Co.  
U. S. Light & Heat Corp.  
Wills Sainte Claire, Inc.  
Wire Wheel Corp. of America.  
Wisconsin Parts Co.  
Wise Industries, Inc.

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.

## Out on the Coast

By John C. Welmore

**Los Angeles, Oct. 31.**—Eleven and one-half per cent. of the motor vehicle registrations in the United States during the first half of the year were made by the seven states of the Pacific region. To this California contributed 7.1 per cent., as against New York's 8.4. The figures were:

Total for the United States, 17,716,709; California, 1,317,825; New York, 1,404,653. They are quoted to visualize the important part played by the Golden State in the distribution of automobiles not only in the Pacific region, but in the country at large. They are my excuse for the accompanying analysis based on the sales figures for the first three quarters of this year. Incidentally, up to a few weeks ago there were 278,148 cars registered in Los Angeles city alone, as against 86,868 five years ago, and 17,132 in 1914.

Despite the big falling off in Ford sales during the last two months and the heavy losses by all makes during the first quarter of this year, California registrations up to October 1 were 9.1 per cent. ahead of last year, representing a sales increase of 12,437 cars, as compared with the same period of 1924. According to Motor Registrations News 147,264 new passenger car licenses were issued during these nine months, as against 134,827 last year.

Outside of Ford, however, the other makes in the aggregate made an eye-opening showing with a gain of 24.7 per cent. from an increase of 22,348 in new passenger car registrations. The figures eliminating Ford in both years being 112,720 to 90,372.

Ford, however, had a big enough margin before its slump came to still head the registration list with some 12,000 to spare. Chevrolet, normally half of Ford in registrations, crept up to three-quarters at the end of nine months. Among the nineteen makes with total registrations in excess of 1,000 all but six showed gains as compared with last year's sales up to September 30 as follows:

	Registered	Gained	Cent
1. Ford	34,541	*9,714	*21
2. Chevrolet	22,103	3,438	12
3. Dodge Bros.	11,298	1,110	10
4. Star	9,967	3,835	62
5. Essex	9,665	6,692	261
6. Buick	8,177	2,302	39
7. Hudson	7,727	5,197	202
8. Studebaker	7,792	610	8
9. Nash	3,897	1,596	59
10. Chrysler	3,547	2,132	150
11. Overland	3,278	*495	*15
12. Jewett	3,261	243	8
13. Willys-Knight	2,363	84	2
14. Maxwell	2,222	*191	*7
15. Oakland	1,988	*847	*25
16. Oldsmobile	1,810	*51	*2
17. Packard	1,748	606	53
18. Hupmobile	1,513	205	15
19. Cadillac	1,177	*165	*12

\*Losses.  
Incidentally Ford's losses lowered its usual 30 per cent. of all cars registered to twenty-three.

## OFFICIAL DECLARES BUS COMPETITION UNFAIR

Toronto, Oct. 31 (U. T. P. S.)—Finance Commissioner George H. Ross, in a special statement sent to the Toronto Board of Control, urges that strong representations be made to the government of the province of Ontario to terminate the unfair competition to which he says the city-owned transportation lines are being subjected. He says in part:

"I submit that it is manifestly unfair that the citizens of Toronto should have to contribute to the building of highways which are now being used by bus and motor truck owners for commercial gain, in direct opposition to the city-owned transportation lines, in which the citizens of Toronto have an investment of several million dollars."

## Fire Losses

Minneapolis, Oct. 31.—Fire has destroyed part of the Lowry Avenue garage, 942 Lowry Ave., with damage estimated at \$1,500. A truck and a touring car were burned.

# Classified Advertising

## CLASSIFIED RATES

5¢ a word (per daily insertion)

If 6 consecutive insertions are used, the 6th insertion is free. If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

## BUSINESS OPPORTUNITIES

THE ADVERTISEMENT below contains 59 words, and at 5¢ a word will cost you \$2.95.

6 consecutive insertions, the sixth insertion free, will cost \$13.50.

12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form a silent partnership with live car dealer, tire dealer or salesman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

PARTNER wanted: Dodge Brothers Sales contract; rich railroad and agricultural section. Box 146, Rocky Ford, Col.

## BUSINESS OPPORTUNITIES

FACTORY REPRESENTATIVES—Correspondence invited relative to openings for branch managers to represent us to the automotive jobbing trade; openings now at Chicago, Buffalo, Pittsburgh, Kansas City and the West coast; commission basis; only responsible individuals with selling experience to the automotive jobbing trade will be considered. CONSOLIDATED EQUIPMENT CORP., 169 Grand St., New York, N. Y.

HERE'S an idea for some live service station. Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

## FOR SALE

FOR SALE—Patents and copyrights on several successful appliances for testing automobile electrical devices. Box No. 48, Automotive Daily News.

## TIMERS

### DU MOR

## Make and Break Timer for Ford Cars.

GEO. S. BIGELOW, Genl. Agent  
Blueblaze Motor Specialties Corp.  
728 Monadnock Block, Chicago

## TRUCK RE-MANUFACTURING

### Truck Re-manufacturing WE MAKE OLD TRUCKS NEW

If you have one truck or a fleet we will re-manufacture at a flat rate. Hundreds of prominent fleet owners are our customers.

**RGNON SERVICE, INC.**  
156 BOULEVARD,  
LONG ISLAND CITY, N. Y.

block east of the Public Square, by a new two-story brick building.

## GAS DEALERS ELECT

**Rochester, N. Y., Oct. 31 (U. T. P. S.).**—At the annual election held here recently the following officers of the Western New York Gasoline Dealers' Association were elected: President, Ward L. Gerber; vice-president, C. R. Hertzberg; secretary and treasurer, J. L. Hilton. The board of directors includes F. W. Flinshier, J. J. Dolman, William Bauer and A. D. Whittley.

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